

## MORE INSTALLMENT BUSINESS NEEDED

HOWEVER undesirable installment buying may be during a boom, there is general agreement that it should be stimulated to the maximum possible extent in a time of depression. Development of effective credit machinery is standing the automobile industry in good stead at the present time. It is responsible for the very satisfactory volume of automobile buying. It is the brightest spot in the business picture. The purchaser of a car may make a down payment of only one-fifth or one-fourth of the retail price, but that act releases enough capital to pay the entire cost of producing another car to fill the empty place on the dealer's floor. The installment purchase may release two or three times the amount of the first payment for wages and materials. By making more money available than is paid out the stimulation to industry is just as great as when the full price is paid down. Were all cash purchasers to use their money instead of to make first payments on several installment purchases, the depression would be over. The suggestion is being made in official quarters that business would be doing the country a good turn if more emphasis were put on installment buying at this particular time.



## CAMPAIGNS DID THE TRICK

LET anyone slip into the lazy idea that campaigns do no good in selling programs, listen to the experience of dealers and power company in the San Joaquin valley, of California. Not long ago the San Joaquin Light & Power Corp. asked itself this same question. "Are we justified in stressing certain appliances or apparatus during a specified time? Or should salesmen sell anything that is handy, when and if?"

Last year the company had no air-heating campaign. In February of that year, heating time, too, only 154 kw. of air-heating were sold by the trade. In 1933, however, with a campaign on heaters involving all the industry, dealers, wholesalers, and the utility's sales-forces, 430 kw. in heaters was sold, and that in the face of depleted incomes.



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# Electrical Merchandising

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**Westinghouse**  
Dual-automatic Refrigerators

OCTOBER, 1933

# Electrical Merchandising

*Established 1916*  
McGRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT,  
*Editor*

## Are Women People ?

**N**ORMAL human beings do not hate work. They hate dull repetitive drudgery. But they take keen delight in creative productive work. Most women would rather cook good meals, raise healthy children, keep them clean and attractive, and provide a productive sane, economical home life than be the lady golf champion or the best bridge player at the country club. There is no reason, of course, why she shouldn't do all these things, but if we are to put first things first, then making the home comes before the high bridge score.

Too much electrical appliance advertising has in the past been built around freeing the woman from home tasks and giving her more leisure. I submit that due to changed conditions a more affective approach today would stress the theme that housework done electrically is not only easy but can be productive in a money sense, and in a health sense, and in the sense of better and more wholesome living. By using electrical equipment the homemaker can save money now being spent for services done outside the home. These savings justify the argument that the electrical appliances pay for themselves. More, they pay a large yearly dividend in money and in better living.

During the past three years washing machine sales have been sustained largely by the economy argument. Refrigeration in the same period has leaned heavily on the same motif. And I believe that the electric range and the electric kitchen will reach public acceptance most quickly through the development of a sound economy story. And not only economy through saving a little bit here or there, but the opportunity to create value for the home. To make the kitchen productive of better, more wholesome food, to give the woman in the home the equipment with which she can be actively productive.

**L**ET me be specific: There is one operation where the superiority of the electric range is most convincingly demonstrated:—baking. Why not then develop a program around baking—bread particularly. This generation has forgotten the taste of home made bread. It is as much the behavior pattern of this time to buy bread in a store as it is to cook on a gas range. We are trying with no very notable success to alter the public thinking in order to make the electric range the preferred cooking machine, and perhaps we can make progress at a faster rate if we alter other fixed habits, such as the buying of bread.

Bread baking was once a hard job because of the muscular effort of kneading and a somewhat chancy one—due to the undependable heat conditions of coal and gas ranges. I am informed by one woman who makes her own bread that the electric mixer easily does the work of mixing and kneading and that the temperature controls on the electric range remove all chance of failure. The electric kitchen makes it easy for any woman to make good bread. And what a sales story! What a theme for good advertising copy!

The baking story also brings in the refrigerator as in some part of the pastry operation, the dough needs to be chilled.

**H**OME preserving and canning is another activity which the electric kitchen makes practical, economical, and easy. The old fashioned American supper table offered from two to six varieties of home made preserves to be eaten on home baked bread or biscuits. This fine old custom disappeared with the home made bread, and the home made jam.

That these luxuries can be cheaply enjoyed in homes with electric kitchens, is something which we ought not to conceal from the housewife and her husband.

A better table at a lower cost demanding some well-spent time, some pleasant creative work, will make a strong, an almost irresistible appeal to the woman of a period that has taken for its slogan "we do our part."

*L. E. Moffatt*  
EDITOR

# This Month

*as the Editors*

## WASHER AND REFRIGERATOR SALES STILL BOOMING

### *Refrigeration Quota Passed in First Eight Months*

**WASHING** machine, refrigerator and vacuum cleaner sales keep clicking along at depression-busting levels.

For August, 1933, the American Washing Machine Manufacturer's Association, representing 30 washer makers, announce that total unit sales amounted to 140,912 machines, compared to 51,026 units for August, 1932. And despite the fact that 1932 computations did not include those of the Maytag Company, the increase registered is impressive. Biggest increase was registered, as reported in these pages for the past three or four months, in the sales of gasoline-powered washers. Elsewhere in this issue is an account of this interesting business.

Electric refrigerator sales for the first eight months of 1933 are already way over the quota for the year and are now merrily proceeding along to hit the million mark in units. The 8-month figures show that 890,380 refrigerators have been sold against a quota of 649,757 for the same period. Quota, then, is already 137 per cent, according to the Electric Refrigeration Bureau. Honors for highest percentage of quota to date among the various states goes to Georgia with 196.5 per cent. Nevada is a close second with 194.5 followed respectively by Alabama with 189.3 per cent, Texas with 188.4 per cent, Virginia and West Virginia both tied at 187.5 per cent and 185.3 per cent for Missouri. New York is first, of course, in point of actual sales: 154,019 for eight months.

Vacuum cleaner sales, too, are responding to new deal treatment: 35,000 units in July against 21,697 in July, 1932. Figures are from C. G. Frantz, secretary of the Vacuum Cleaner Manufacturers Association.



*One of the six complete electric kitchens on display at the Cleveland Electrical League showrooms. In white and ebony black it contains a Standard electric range, Leonard refrigerator, Magic Maid mixer, General Electric dishwasher sink and Westinghouse kitchen ventilator.*

## CLEVELAND LEAGUE CONTINUES DISPLAY OF MODEL KITCHENS

**PUBLIC** interest in the Cleveland Electrical League's Electric Kitchen Show which was opened Monday, June 26, was continued through July and August and is being held over for the first two weeks of September, continues unabated.

The show marks a new era in the display of electrical equipment not only for the League, but for the industry in general. Electrical leaders, familiar with the national and local electrical displays of every kind, agree that the Electric Kitchen Show has surpassed in both selling and decorative effect every previous electrical display and sets up a standard for the industry. Six all-electric kitchens, each thoroughly complete and actually ready for the preparation of a family meal, constitute the display. Each is thoroughly up to the minute, each is decorated in an individual and distinctive style, each displays the prod-

ucts of an individual electrical manufacturer or group of manufacturers.

The six all-electric kitchens are ranged around the four walls of the League Auditorium, and have been set up with such consummate skill that the temporary character of the show has not been in the least apparent — the kitchens seem to have been built permanently into the room for continued use there.

Neither has there been present in the display anything of this flamboyant character frequently associated with shows. While each kitchen is decorated in distinctive modern colors, the effect of the six is harmonious and symmetrical.

In addition to the leading items of kitchen equipment as listed in the accompanying photographs, each of the kitchens has been supplied with a full complement of small cooking appliances,

# See It . . . .

the products of a variety of manufacturers.

Small appliances also are shown with good effect in a model breakfast room which is a part of the show. This breakfast room, tastefully furnished, is done in a combination of yellow and olive-cream, set off by the use of natural wood.

All the kitchens have been equipped with lighting in accordance with League specifications, the fixtures having been chosen both for smartness of appearance and for quality of illumination. Each kitchen has its lights properly switch-controlled and has an abundance of convenient outlets.

Displayed also on the show floor are Hotpoint, Standard, General Electric and Graybar ranges, in several models. Between the various kitchens, niches have been cleverly inserted in which glistening table appliances are further displayed. Decorations and arrangement of the show were executed by Laurence, Inc., of Cleveland. Furnishings were supplied by courtesy of The May Company, also Cleveland. The show has been open to everyone from 9 in the morning to 5 in the afternoon every day except Sundays and holidays.

No admission has been charged and nothing has been offered for sale.

As usual, an extensive advertising campaign in local newspapers has been used. Advertisements, each 6 full columns in size, appeared in the 3 Cleveland dailies as the show opened and have been followed up by a two months' campaign, the number of advertisements totaling 300.

Electric kitchen promotion will be continued by the League after the show ends, the middle of September.

### SAMPSON DISTRIBUTES "PACKAGE" OIL BURNERS

OFFERING accessories which they say makes possible installation of a "package" oil burner, regardless of furnace, the Sampson Electric Company of Chicago has launched a campaign to distribute Quiet May oil burners in the West. Long known for radio, refrigeration and washers, the firm feels that the oil burner has approached the stage of perfection where it can be freed from troublesome installation details and service.

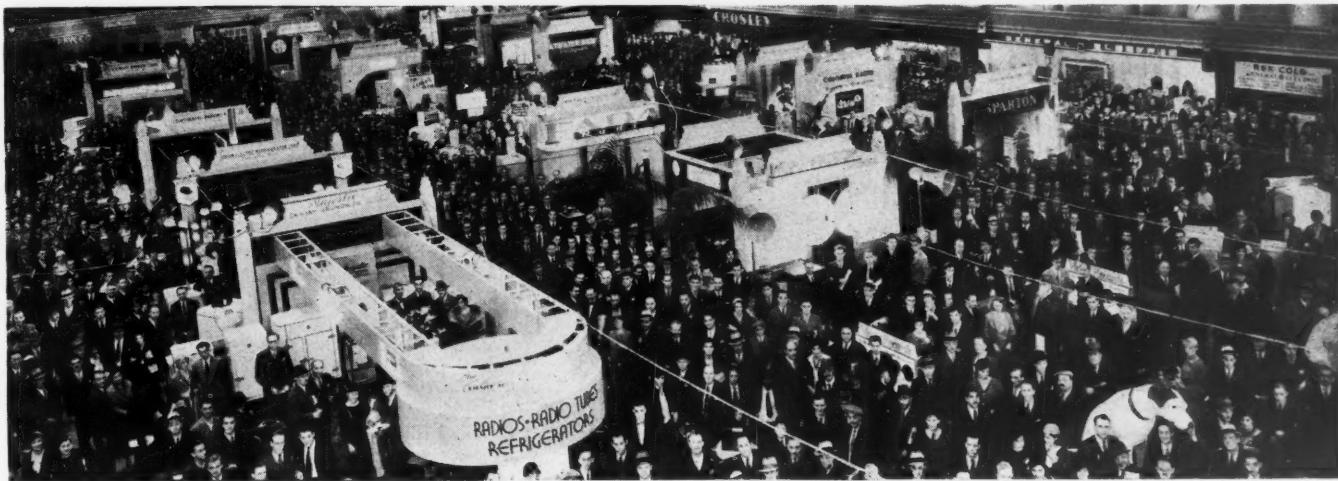
Under the plan followed in Chicago, the electrical dealer spends all his time selling, turning over sales to a central bureau under Sampson management for installation and service. Dealers receive their cash in full when the contract is accepted, regardless of whether terms are cash or time payments. All notes, too, are taken without recourse to dealers.

Representatives of the Sampson Electric Company, reinforced by the staff of selling, advertising and engineering executives dispatched from Baltimore by the May Oil Burner Corporation have been acting with the Sampson Company to launch the plan in Chicago.

### NOVEMBER 7 IS DEADLINE FOR REFRIGERATION WEEK CONTEST ENTRIES

ALTHOUGH Electric Refrigeration Week has passed, the Electric Refrigeration Bureau wishes to remind all local Bureaus, Electrical Leagues and other organizations under whose auspices cooperative electric refrigeration shows were held within that period that they are still eligible to enter the Electric Refrigeration Week Contest. Entries will be accepted at the New York office of the Bureau, 420 Lexington Avenue, up to and including November 7th.

All that is necessary to do is to submit the figures covering the total attendance, the duration of the show, the number of participating exhibitors, the number of floor sales made and prospects obtained, the number of follow-up sales made to such prospects prior to October 21st, and the other data called for by the rules of the contest. These rules have been widely published, but in case they are not immediately available, copies may be obtained at the Bureau's



NEW YORK'S BIG SHOW

Piling up unprecedented attendance during its first few days of operation the National Electrical Exposition, drawing to a close in New York's Madison Square Garden, has been voted a complete success by its sponsors, the Electrical Association of New York and its impressive list of electrical exhibitors. Close to 200,000 people visited the exhibits—striking evidence that the public is interested in electrical products.



PETRIE

With the resignation of Jud Sayre, for six years sales manager of Kelvinator Corporation, R. I. Petrie assumes the responsibilities. He comes from a similar position at Leonard. Sayre goes to Montgomery Ward & Company in Chicago.



MAHONEY

M. F. Mahoney, who has been connected with the electric refrigeration department of the General Electric Company since 1927, has resigned as manager of the merchandising division to organize his own merchandising service. A. L. Scalfi heads the newly-created retail division.



DOW

Paul Dow, connected with the merchandising division of General Electric's refrigeration department, has been promoted to the position of Director of the General Electric Kitchen Institute under Walter J. Daily.

home office.

The seven cash prizes, ranging from \$500 down to \$25, are certainly worth going after, and doubly so when it is borne in mind that the smallest town has an equal chance of winning with the largest city. Attractive portfolios or elaborate word pictures will not influence the decision of the judges, although the Bureau will welcome the receipt of such exhibits as photographs, advertising and publicity tear sheets, etc., for its permanent central records.

For the purposes of the contest, just the facts and figures proving the success of the show are all that is required, providing only that the show was in operation at least one day during the period of September 30 to October 7, inclusive. To make certain that the rules are complied with, it is best to write to the National Bureau for an entry blank.

#### MARSHALL FIELD SWINGS TO INDIRECT LIGHTING

CARRYING out the Marshall Field tradition that merchandise will bring more money if displayed in an atmosphere of glamour, the retail store of Marshall Field and Company in Chicago switches in one night in July to indirect lighting. The job is considered one of the largest installations in the world, flooding an area of 86,198 square feet.

Most of the units, housing 750 watt lamps, are concealed in mirror boxes on top of the sales island. In other portions of the main floor, over-size portable lamps stand on show cases, and send their rays up against the ceiling.

The change completes expenditure of one-half million dollars authorized during the last year by President John McKinlay. Other portions of the store remodeled and relighted were the chintz shop, the model house, the budget house,

the Pilgrim shop, the jewelry store, the rug section, the book section, and the beauty and millinery departments.

The lighting units were furnished by

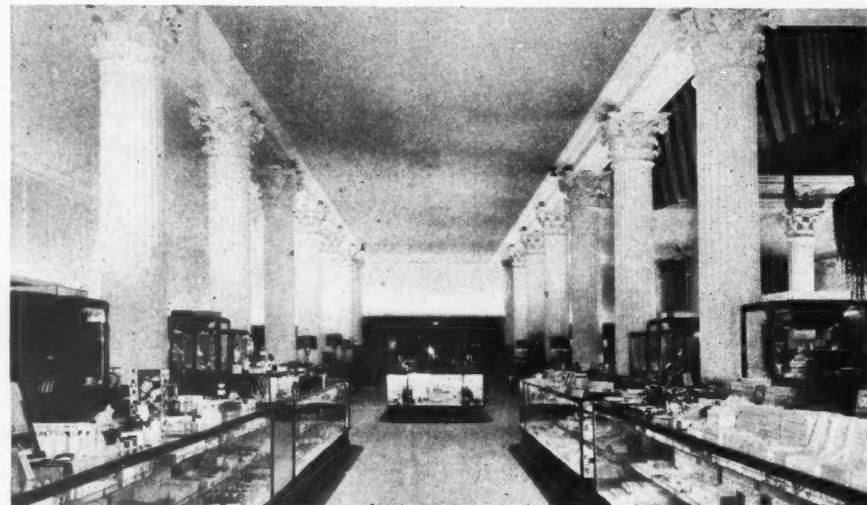
the Pittsburgh Reflector Company and the Reflector and Illuminating Company, and the installation was made by J. L. Burgard.

#### REFRIGERATION BUREAU TIES GROCERS IN WITH SALES DRIVE IN SAN DIEGO

NOT a little of the extraordinary success of the San Diego, Calif., Electric Refrigeration Bureau, for which its manager Clark Chamberlain received national honor, was due to a mutually beneficial tie between the bureau and the grocers of the vicinity. It made every grocer in town an electric refrigerator salesman, and it made friends for life of the grocers who gave the prizes, paid for by the bureau, of grocery orders for the best letter telling "How does an electric refrigerator pay for itself?" Twelve orders of groceries, \$15 worth to the winner, \$10 worth to the second, and \$2.50 worth to ten more winners, were given as prizes. Entries had to be made through the grocery stores and markets.

Grocers not only gathered in the entries but they offered "Refrigeration Specials," on cards especially prepared for the purpose. They merely had to letter in the price of the item on special. These were specials in perishables which bought in quantities and kept in an electric refrigerator, would net the housewife a real saving. The bureau carried large newspaper space telling of the contest, and of the specials offered by grocers throughout town, with a copy of the card used to denote the special.

Every street car in town also carried a poster announcing the shopping bargains of Refrigeration Week. Then after the contest had closed, succeeding newspaper advertisements carried a

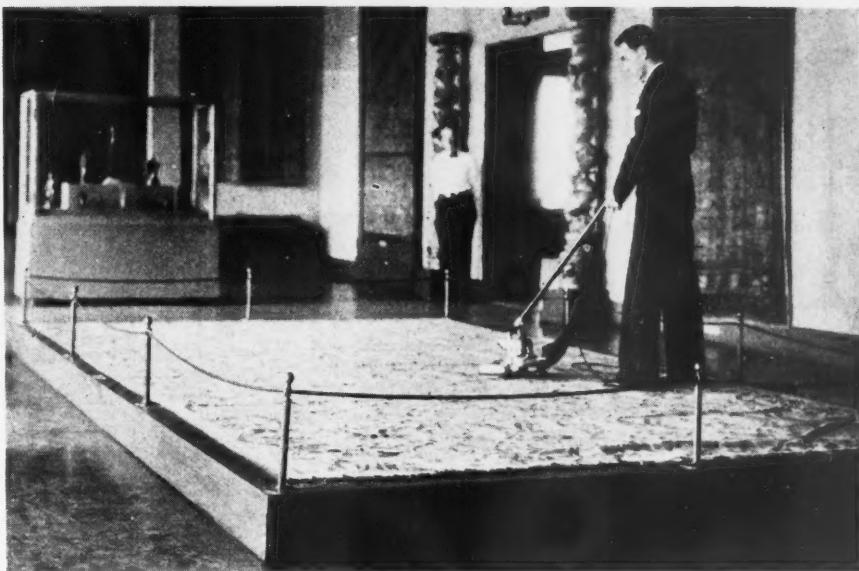


More than 86,000 square feet of Marshall Field's great Chicago store is now equipped with indirect lighting. (See Col. 1.)

number of the best replies sent in by contestants. This made human interest copy and was widely read. The radio was also used to telling advantage.

Since that time, under the impetus of the NRA activity, the appliance and radio dealers of San Diego have enlarged the refrigeration bureau to form the Bureau of Radio and Electrical Appliances of San Diego County. And to give a dramatic emphasis to the Radio Prosperity Campaign of September and the national refrigeration week Sept. 30 to Oct. 7, this new organization will stage a four day electrical show from Oct. 4 to 8.

This show, particularly featuring radio and refrigerators, nevertheless will bring into its displays all electric appliances. It will be held in the auditorium of the Municipal pier. Special educational and scientific displays will be provided for attracting the crowds. Besides these will be the commercial exhibits of all dealers and distributors of the region. Entertainment will be provided by the radio studios. No admission will be charged, and no hot dog concessions will compete with the electrical wares for attention. Door prizes, naturally.



#### ELECTRICITY FOR PRECIOUS RUGS

Rugs, five and six centuries old, are on display at the Century of Progress exhibit in the Chicago Art Institute. Once a month these priceless heirlooms are cleaned with a Hoover. Caretakers consider vacuum cleaning the gentlest way to rid these masterpieces of accumulated dirt.

#### NEW POSITIONS OF THE MONTH

**D**R KENNETH DAMERON, assistant professor of marketing at Ohio State University and more recently executive secretary of the Electrical Merchandising Joint Committee of the National Retail Dry Goods Association, has been appointed head of the staff of the Retail and Wholesale Division of NRA. This division, under Deputy Administrator A. D. Whiteside, is assigned all retail codes, other than food and drug.

Jud Sayre, for the past six years sales manager of the Kelvinator Corporation, Detroit, Mich., has resigned to join Montgomery Ward & Company in Chicago. He is succeeded by R. I. Petrie, former sales manager of Leonard.

James I. Benjamin, former treasurer and general manager of the Pilot Radio & Tube Corp., Lawrence, Mass., has been elected president and treasurer of the newly formed Federal Instrument Corporation, Brooklyn, N. Y., manufacturers of radio parts.

Eben G. Crawford, formerly vice president and treasurer of the Cleveland Electric Illuminating Company, has been elected president, director and member of the executive board, succeeding the late Robert Lindsay.

Oliver P. Harris, manager of domestic sales for the Permutit Company, manufacturers of water softeners, announces the appointment of Lawrence L. Smith as sales manager for the southwest and west coast with offices in Los Angeles. In addition, C. O. Kimball takes charge in Maine and New Hampshire.

E. W. Dietz, for six years with the Westinghouse Lamp Company at Bloomfield, N. J., takes charge of engineering at the Wabash Appliance Corp., manufacturers of Waco incandescent lamps.

Bernard Gonick has been appointed sales manager of the Cookenette Electric Corporation, 128 Lafayette St., N. Y. C., manufacturers of electric heating appliances.

Roy Silverman, formerly with Waage Electric Co., Chicago, has been appointed sales director of the Lion Electrical Appliance Co., Chicago.

A. L. Scaife, connected with the merchandising division of GE's refrigeration department, has been named manager of the new retail division. M. F. Mahoney, manager of the merchandising division has resigned to go into business for himself.

#### SEES USERS 3 TIMES A YEAR

**R.** A. BURLINGAME, refrigerator salesman for the Taylor Electric Co., of 2156 University Ave., Berkeley, Calif., says that the groups of glass food jars now available for refrigerators, arranged on a revolving rack, are the keenest door opener for a "use the user" canvass that he has ever found. To the folks who have bought a refrigerator from him he goes with the food jar set. When he gets through with them they usually have bought the jars, but by conversation he has also obtained from them the names of friends who have seen the refrigerator, admired it, and might buy one.

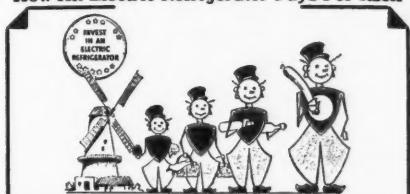
In fact, says Mr. Burlingame, he makes a practice of seeing his users of refrigerators at least three times a year. Thus, he has sold sun lamps in winter, food jars in summer, and mixers or a range in between. The customer likes to feel that the salesman is still interested in them. Besides it is good business these days.

## REFRIGERATION WEEK

IS GOING OVER IN A BIG WAY

Demonstrating

"How An Electric Refrigerator Pays For Itself"



This is the week that 400 Food Dealers are offering food bargains in perishables. Not a few are offering the "makin's" of a thrifty Dutch Lunch, including cold meats, salads, 3.2, etc. Others suggest the purchase of larger sized canned foods storing the leftovers in your Electric Refrigerator.

American housewives now list Electric Refrigeration among the necessities to healthy, convenient, enjoyable living. 12,000 San Diego homes are now equipped with automatic refrigeration. Local dealers report 1,000 sales since January 1st, 1933. It is our hope that Refrigeration Week will convince you to start NOW enjoying the thrift and pleasure of an Electric Refrigerator.



### \$50.00 IN GROCERIES

GIVEN AWAY for the 12 Best Answers to the Question—

"How Does An Electric Refrigerator Pay For Itself?"

1st Prize \$15.00 2nd Prize \$10.00 3rd Prize \$2.50 each

In Groceries In Groceries In Groceries

Absolutely no restrictions except that you fill out this entry blank attach it to your answer and hand it to a clerk at any of the following stores before mid-night June 21st: Piggy Wiggly Stores, Superette Stores, Bay City Market, also one independent Grocer or Market displaying "REFRIGERATION SPECIALS".

Attached hereto is my answer to the question "How Does Electric Refrigeration Pay for Itself?"

Name \_\_\_\_\_ Address \_\_\_\_\_

Name of Store Receiving this Answer: \_\_\_\_\_

ELECTRIC REFRIGERATION  
BUREAU OF SAN DIEGO

506 Electric Building

The grocers and refrigerator boys get together in San Diego.

# New Jobs

It may not be the NRA  
big industries are.



By  
T. F. Blackburn

# mean A New Appliances

.... but there is a stirring in Indiana towns where John Worker is finding some money in his pockets again.

If you have ever been a newspaper reporter, you know what is meant by a "hand out." Go around to the front door of the Big Shot, and you get the good news, bright, cheerful, and full of pollyanna pep talk. That's a "hand out."

Down in Gary, Indiana, one of the first NRA codes signed is now in effect. Steel.

Find out how it is affecting things, the Editor of Electrical Merchandising said. Go mousing around among electrical dealers. Keep away from Big Shots and shun handouts. In short, get a picture of what merchants may expect as this set-up spreads to other communities.

On Washington Street, Gary, stands a slick, new red fronted radio and electric store. I called for the proprietor and out stepped Ed Brayack. In 1931 he had a small place on the fringe of the business district.

"So the NRA has enabled you to bust out like this, has it?" I said to him.

"Not exactly," was his reply. "But the fact remains that last July was our best month since 1930. It's dropped off some since. I had a chance to get a better location at the same rent. Then I thought that electric refrigerators (Crosley) belonged in my picture. What a happy thought that was! Next I figured that I might sell bicycles (Arnold Schwinn) to workmen returning to their jobs, on a time payment basis like radios. They belong in this set-up. You can see for yourself that things are stirring a bit.

Tall, sunburned R. D. Perrin, sales manager for the U. S. Electric & Refrigerator Company, was the next man to break his mind. "There has been a 12 per cent raise in wages go into effect at the steel mills. It took hold Saturday. Week before last we sold two Frigidaires. This week we have placed three large ones, have two sales pending. We feel the increase in money circulation in many ways. A parish priest is thinking of buying an oil burner (Delco) from us. He has put it off for a long time, but says that church collections are so much better he thinks he is about ready to go ahead. We have a Christmas fund plan whereby small payments are accepted until there is enough for a down payment on a Frigidaire. That is taking hold. In many ways we are feeling a revival."

Carl Hocker, who remembers Gary in the sand dune days, fourteen years back, sat back in this electric shop and sized up his opinion of NRA activities.

"Business is 37 per cent better for us than last year. We noticed the pick-up in April. It has steadily increased, until Labor Day, when a drop took place. In my

opinion business will be back in thirty days. Credit to this recovery in business should be given to firms who feared a raise in prices and who covered with orders, not to the NRA. I am of the opinion that the 12 per cent steel raise has not been general. The 40c. minimum hourly rate did not do much, as few workmen were getting less than that. As an employer of union labor, I have a feeling that the steel company has been more afraid of unionization than it has of wage increases.

"Each pay—we call each two week period a "pay"—has brought us some kickback in the way of business. On each succeeding pay, one man has bought an iron, a radio, and an electric fan, all items he had been wanting when he got some money."

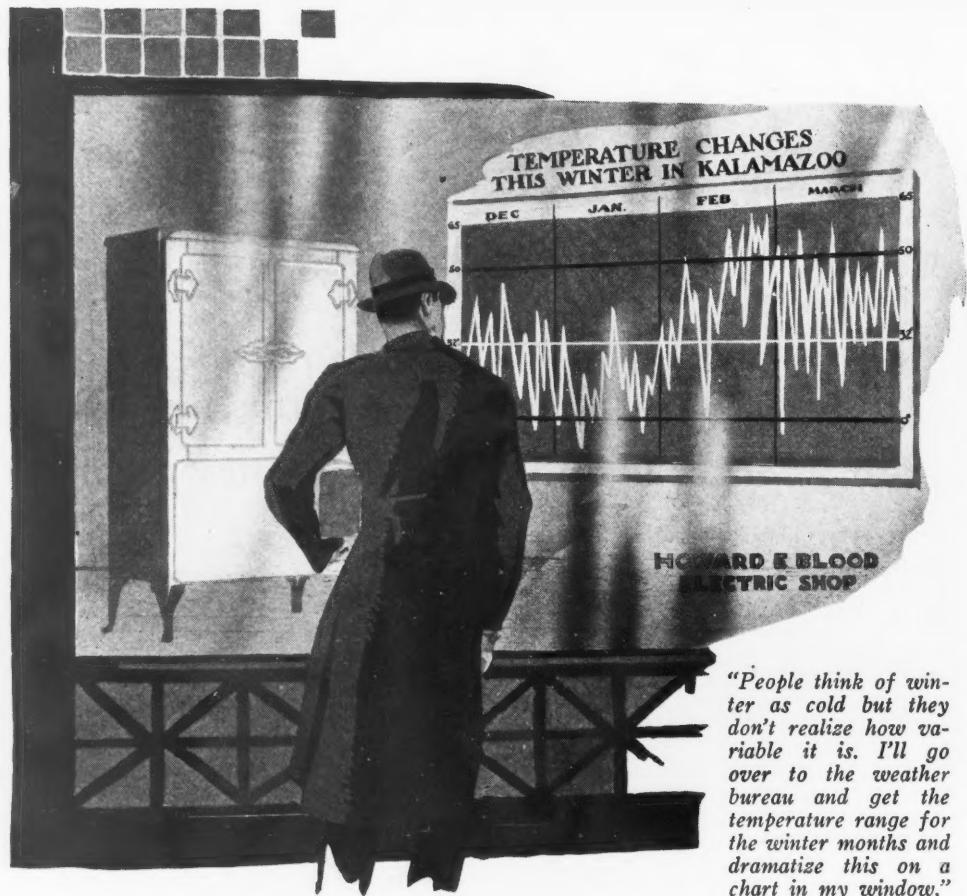
GARY'S Lighthouse Electrical Engineering Co., Inc., is carrying a heavier stock. Edward Mormal explained that the firm stocked in anticipation of higher prices. An increase in trade, spread over all items, had been enjoyed, he said. Steel employees have been somewhat reluctant to spend money as they fear they may not have steady employment.

"The NRA in Gary with the steel mills is more or less of a 'spread the work' idea," said Mr. Mormal. "More men are working but fewer hours. This feeds more mouths. We don't get the same number of panhandlers we did. On the other hand, the increase in spending has given us an honest revival of trade such as we have not seen in several years."

"The present attitude is one of hopefulness," Thorby Petersen of the Straube Piano & Music Co., Frigidaire dealers, Hammond, says. "The electrical dealer does not feel the increase in income first. This money goes to buy much needed pants for little Willie, to pay pressing bills, to get clothes and other vital necessities. We find money coming in on outstanding accounts. We are not having reverts on electrical refrigerators."

In Chicago R. D. Fuller of Commonwealth Edison's Electric Shop says: "The Century of Progress hasn't brought any business to electrical dealers directly. Nevertheless there has been a pick-up since April 1. I can't say why. Last year every retail customer seemed to be a chiseler. Now they lay down the money. Commonwealth Edison has never let down, never gone in for selling liquidation merchandise. We have kept men out all the time. As a result, we are getting business. In 75% of the radio sales, we are replacing old instruments, which proves that it is a genuine desire to buy, and not necessity, that stimulates the action."

Now...  
*if*  
I were you



*"People think of winter as cold but they don't realize how variable it is. I'll go over to the weather bureau and get the temperature range for the winter months and dramatize this on a chart in my window."*

I would forget seasons



## And SELL

By  
Howard  
E. Blood  
*President  
Norge Corporation*

**Editor's Note:** Understanding the other fellow's viewpoint is important. In this article Mr. Blood writes as if he were a dealer and tells what he would do to get electric refrigeration sales this Fall and Winter. He throws much of the blame for the seasonal sales slump back on the manufacturer and surmises that, as a dealer, he'll succeed this Winter in spite of the inexcusable lack of proper promotional help from him. Written from an unusual angle, Mr. Blood outlines a practical sales plan that any dealer can put to work.

WELL, folks, I'm a dealer here in Kalamazoo. I've sold a lot of electric refrigerators and I expect to sell a lot more—not next Spring, but this Fall and Winter. A few years ago I was solely an electrical dealer doing a \$100,000 volume, and like the average one showing a loss with no 3.2 to drown my sorrows. So I began to specialize and electric refrigeration gave me the volume I needed to turn the customary red to a big gob of black. That's why I'm partial to electric refrigeration. It's been a life saver for me.

This year has been sort of tough, with the bank panic and all. Although N.R.A. is going to ultimately help, it looks like the sledding's going to be kind of bare this Winter. I've sold more refrigerators than ever, but sales on my regular shelf line did not hold up. Sold about as much of everything, but prices were down so far there's been little profit in it. I've got to find more

added volume this Winter, and electric refrigerators look like the rosiest bet. I'm going to give them everything I've got.

I've been looking over the monthly percentages of refrigerator sales in the industry, and I can't see any rhyme or reason why they should peak up so between March and June. I've asked my 400 refrigerator customers, and they say they use 'em just as much and that, in fact, they are more necessary conveniences in Winter. So the trouble isn't that people won't buy. The manufacturers say it is the fault of the dealer. They call us into meetings and harangue us on selling more in the Winter. Trouble is they lay down themselves. They don't seem to practice what they preach, because most of the advertising and promotion is done in the Spring and early Summer. There are very few manufacturers who have showed enough spunk to put on a Winter sales drive. Looks to me as though I'll have to go it alone again this Winter—except to listen to that factory man spout. Well, I'll show 'em. I've got to, because I have a duty to the public, to my salesman and to myself.

The greatest danger is the one that goes unnoticed. Somehow, people are not conscious of the one big protective value of an electric refrigerator—its ability to maintain a *constantly even temperature* between 32° and 50°. They think of Winter as being cold, but don't realize how variable it is. If food goes below 32° it freezes and its flavor is lost. When it thaws out thereafter in a warm room it spoils very quickly. If temperature is above 50°, bacteria begin to grow, mold begins to form and food begins to waste or make somebody ill. Food must be kept at constant temperature. How in the world, without an electric refrigerator, can it be done in Winter? Weather bureau reports show that temperature stays between this needed range on an average of only 19 days each year. Even a good guesser couldn't tell what days they may be. Right here in Kalamazoo, the temperature has varied 40° and more many winter days. The people just don't realize the real winter need for electric refrigerators, and it is my job to tell 'em. And when I do, I'll sell plenty.

There are a lot of facts I can dramatize. Vital statistics show winter months to have the highest death rate per thousand people. The kitchen is always at summer temperature. The window box is not dry, has poor air circulation, catches soot every time the furnace

is fired. Keeping food stored out on the back porch isn't going to do the wife much good when, all heated up from the kitchen, she has to go out there in zero weather a number of times each day. I'll say I've got a duty to perform. I'm going to make these good Kalamazoo housewives realize all the disadvantages of winter storing in window box, cellar, pantry and kitchen. Then I'm going to show them that they can escape all this and actually save money by buying an electric refrigerator. I've got to inform them, that's all. Then they'll buy. Leave it to women to know a good thing when they see it.

I owe a duty to my salesmen. They can't be let out just because the season is supposed to have ended. They are so hot over electric refrigeration, it would take me all Winter to train 'em to appreciate anything else. I've got to make it possible for them to live comfortably this Winter, and there is nothing better than to keep them doing what they know how to do. Maybe we can pull a shenanigan on the other dealers here in town. They'll probably think there'll be no Winter business and quit pushing electric refrigerators; so we'll have the whole town as our gold mine. A lot of folks here are bound to buy of their own accord, and we'll get 'em where, if our competitors kept busy, the business might

get sidetracked to them.

And I owe a duty to myself. My wife needs a lot of new things. Expenses are going to be heavier this Winter. I've got to make more money. Then, too, times are getting better. They've added over a thousand workers to payrolls here. Farm purchasing power throughout the country has raised to \$8,000,000,000. Marriage licenses are increasing—that certainly shows confidence.

If I don't make a profit from electric refrigeration this Winter with all the folks who have wanted to buy now able to buy, my name is Dennis and not Blood. If the manufacturers won't do any promotion then I'll take the job for my town. Well, how am I going to do it? Here's my plan:



*"Keeping food stored out on the back porch isn't going to do the wife much good when all heated from the kitchen she has to go out there in zero weather a number of times a day."*



*"Nature itself will show how important it is to have constant temperature between the right degrees."*

People are going to work less hours under N.R.A. and, this Winter, more leisure time will be spent in the home. That means more entertaining and more fixings. And you can't expect a man to mix a drink in a snow bank.

First of all, I'm going to gather a lot of information. I'll go over to the weather bureau and get the temperature range for the winter months during the past few years. I'll dramatize this on a chart in my window for a while, keeping it up to date each day to show the condition this year. I'll use this dope in the friendly letters I send to prospects. I'll train my salesmen to draw all the lessons from it there are. Here's another temperature thought. I'll watch for those days when the temperature spread goes over or under the proper range, and I'll send a postcard warning to prospects or have my salesmen point out to them that "yesterday was a risky day without an electric refrigerator." They'll probably have caught a cold going outdoors for food, or the meat will have thawed tasteless or something will have spoiled. Maybe the milk bottle top will look as if someone had cut off a piece of white hose and stuck it in it. At least on these days, in some way, nature itself will have showed them how important it is to have constant temperature between the right degrees. I'll remind them then of electric refrigeration.

Then I'll figure out everything bad that might happen to food stored in a window box, cellar, back porch or pantry, and I'll build a series of window displays calling this to public attention. I'll use this same material for thoughts to put into letters. In fact, I'll send a little squib each week over to the women's page editor of the Kalamazoo *Gazette* to tie in with the weekly theme. She's bound to run some of them.

I'll ask all my customers to favor me with a letter telling how much they appreciate and use their refrigerators during the winter months. I'll exhibit these letters in my window, give copies of them to my salesmen and I'll quote from them in letters to prospects; particularly to those prospects who are acquainted with

these owners. While I'm at it, I'll ask my customers if they'll put in a good word for me with their friends.

I might get my wife to speak on the subject of the importance of winter refrigeration at the Ladies' Aid meeting and have some of her friends arrange other club discussions around town. She tells me women enjoy discussing subjects which concern household matters.

I'll write my manufacturer to see what special help he can give me. Maybe he has printed something that tells a good Winter Story which I can hand out to my friends. He should recognize that while the need for refrigeration in Summer is generally accepted, so he can confine his appeals strictly to the merit of this wonderful product we handle, the wintertime need is not so well established; so some of his copy should be generally educational.

I'm going to organize a little campaign covering each two weeks all Winter. Each campaign will be on some angle of the need and value of constant refrigeration during the Winter. Each two weeks I'll use some little different drama about temperature, back porch storage, customer testimony, and such. There are really more subjects of this kind than I can use, because I'll only need eight or ten between November and March. Then, based on each angle, I'll get out window trims, mailings of some kind, publicity stories for the women's page, talks before women's clubs, advertising if it can be arranged, and last of all, I'll see that my boys and I use it in our personal sales presentations.

### ***"And I'm Going Out to Sell!"***

Finally, I'm going to use more outside, direct selling than ever before. People don't get downtown so often in the Winter. There won't be as many coming in my store. I'll have to go out to them. Folks are friendlier in the Winter. They'll invite us in more often to talk. Getting in the front door being easier and that being the most difficult part of the selling job, we'll sell more easily in the home during Winter; particularly this Winter when I'm going to pave the way for the boys with these friendly letters and postcards. Of course we won't have so much competition, because most salesmen are too lazy or afraid of the cold to sell outside in Winter. That's the time, though, because people are at home more and they won't let you stand out in the cold.

I'll give the boys a special little bonus of some kind. Maybe we'll have them up to the house for a feed a few times, too. We'll have to have a sales meeting somewhere each week to talk over plans for the next campaign and check up on how we can make the present one more effective.

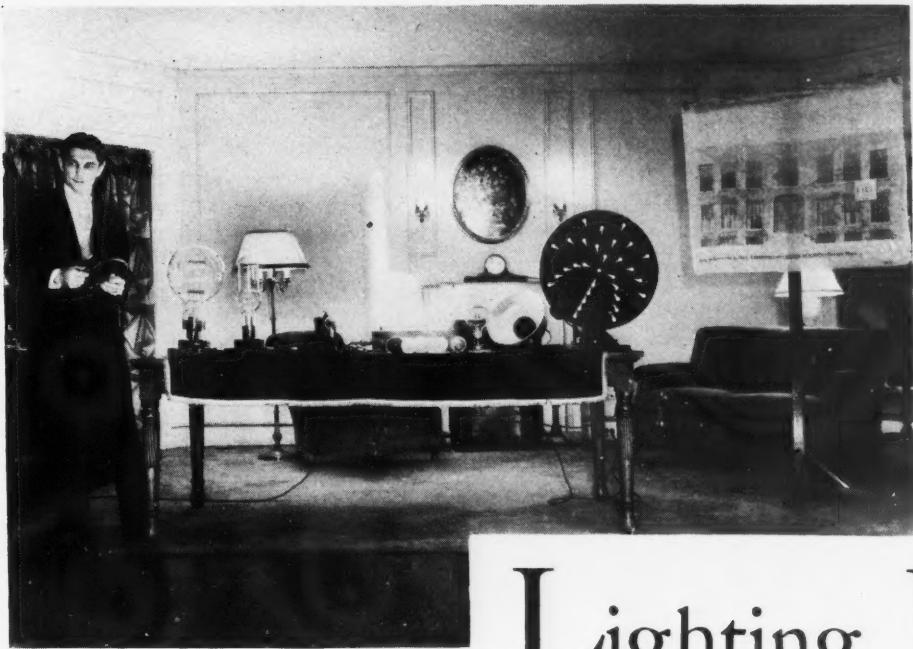
By the way, I'm going to get the boys' families boosting. They see a lot of people every day, and a little word from them in the right way may help the family income along.

The entire effort will attract more attention than in the Summer, because it will not be so much expected. The more I get to thinking about it, the more enthusiastic I am. Why, I'll be darned if I don't believe it will be easier and more fun to sell electric refrigerators this Winter than it was last Summer. I'll tell this town an interesting story, tell it dramatically, make everything and everybody echo the same themes. Boy, watch the good old profits roll in from a job well done.



*"I'm going to do more outside selling than ever before. People don't go downtown so often in winter. I'll have to go out to them."*

R. L. Zahour  
of the West-  
inghouse  
Lamp Com-  
pany, acted as  
Light Wizard  
at Philadelphia Electric's  
"Lighting Cir-  
cus" for em-  
ployees.



## Fall Lighting Drive Opens

*Reports from all over  
the country show utilities  
ready to dramatize actively  
“Better Light—Better  
Sight” . . . in October*

THE outstanding feature of the Edison Electric Institute's fall lighting activity is summed up in a single word—coordination. From coast to coast and from gulf to border come reports that in this effort to revive lighting merchandise sales and to rebuild lighting load the industry is acting as a unit. Depression seems to have ended contention.

On October 2nd, utilities serving more than half the meters in America, according to an Edison Institute spokesman, wholesalers and retailers selling more than half the lamps, fixtures, portables and other lighting merchandise sold in America, will cooperatively engage in a selling effort to regain lost business and add a little bit more for good measure.

These things we know from the plans of some of the biggest utility companies in the country. Appropriations have been made, advertising authorized, stocks put in by wholesalers and dealers (not enough they will find when the combined efforts of the industry begins to make itself felt in the thousands of light-starved homes) and all the machinery is in motion. Let's look at some typical plans:

"The ten companies in the Byllesby group" says W. H. Hodge, vice-president and manager of sales and advertising for the Byllesby Management and Engineering Corporation, "have completed plans to participate actively in the lighting program this fall. These activities are cooperative in character. They will cover practically every phase of illumination . . . Inasmuch as lighting is our business, good results are bound to follow from the standpoint of revenue . . ."

Other companies which have announced comprehensive tie-ups with the Edison Electric Institute fall lighting drive are: American Gas & Electric Co., Philadelphia Electric Company (whose vice-president, George E. Whitwell, is chairman of the sales committee of E.E.I.), Nebraska Power Company (headed by J. E. Davison, national director of the Electric Refrigeration Bureau), Edison Electric Illuminating Co. of Boston, under vice-president Leavitt L. Edgar, Electric Bond & Share, Commonwealth & Southern Corporation, Columbia System, Northern States Power, Public Service Electric & Gas Corp., of N. J., Georgia Power, New York Edison System, the New England Power Association, Pacific Gas & Electric Company and the Commonwealth Edison

Company of Chicago. M. E. Skinner of the Niagara-Hudson Power Corporation at Buffalo is chairman for the Institute's campaign.

In many companies, prior to their official attack on consumer pocketbooks, have rallied employees to the front, both as direct and indirect selling mediums. In many cases they are being pressed into service as auxiliary sales crew to sell lamps but in many companies, employee participation is taking the form of educational and propaganda dispensers. If the employee knows the story of good lighting—knows the facts and theory back of the slogan, "Better Light—Better Sight" then their concerted efforts throughout the country are going to have a profound effect on the success of the plan.

In the Philadelphia Electric Company, for instance, Miss Clara Zillessen, advertising manager, put on something new in the way of employee educational shows. Knowing that the usual dull and technical lectures miss their mark, she conceived of a "Lighting Circus" in which lighting in the home was dramatized through a skillful playlet and the wonders of light and modern lighting equipment were revealed both on a circus stage and in "side-shows." It was this human touch that brought out more than two thousand Philadelphia Electric employees in the course of a week and dramatized to them the necessity of talking and selling and getting behind the great industry lighting campaign.



**CREATE STORE TRAFFIC!** advertising, contests, publicity, customer lists, all should be worked to bring people into the store.

**W**HAT can all this mean? There are more washers being manufactured today than ever in the history of the industry. Washer manufacturers are all working NRA, paying higher wages. They have raised prices without effecting sales.

In the spring of this year I was in the plant of a large washing machine manufacturer in Chicago. Business had shown a steady increase since January, but it was still far from good. The improvement continued steadily from then on—now the lights burn all night. They are turning out 1070 washers a day. They have had to install a new conveyor system and farm out the manufacture of certain parts as they never did before.

I visited two Wisconsin manufacturers. One is working 21 hours a day (3 NRA shifts a day). Never before have they had such business. They have raised prices but still unfilled orders pile up. The other plant is working two shifts. They all complain they can't get materials such as tubs fast enough. A third plant which has been practically vacant since 1930 is now operable, building washers for other manufacturers who have exceeded their capacity.

The largest washing machine producer in the country is exceeding all records on unit production. In the last year they brought out a \$60.00 washer. They received an immense business on this machine. Now, however, they are noting that an increasing proportion of their business is returning to their original higher priced washer.

This is what it all means—The market for washers in 1930 to 1932 fell away from the sales level established in 1928 and 1929 until there are now 650,000 women in the country who would have bought washers had they had the money in the last three years. These women attracted by present prices are now buying and will do so until the market catches up with itself. A slight rise in price makes the consumer even more eager to "buy now." A ten dollar rise in price means little change in the down payment.

To the dealer, from a merchandising standpoint this

# 4 ways to boost Washer

*These are not new schemes but old proven methods which will move washers for the dealer who puts this kind of selling back to work*

means very definite things. A pathetic feature is that many dealers who have weathered the blast have become too lethargic to restricted volume and too grumpy with the world to realize quickly that the washer depression is over and to benefit by the turn of the tide. They don't sense the approach of a "seller's market" where the customer will have to "wait" for delivery. Though the field is ripe for the harvest, their backs are so bowed from past burdens that they do not raise their eyes to see the whiteness of the fields.

This is partly true because there is such an increase in the number of stores selling washers as compared with 1928—hardware, furniture, housefurnishing, chain department stores, etc.—that the specialty washer and electrical dealer possible does not individually feel the increase in volume as he should. The business which is going over his head is a tremendous "over the counter" volume which he has made little effort to attract, and which is strongly influenced by store traffic and prestige. But which can be drawn to the dealer *now* by more aggressive selling.

Seven or eight years ago a man earnestly canvassing for a day could hardly help but stumble on some one who had a friend or who was about to buy a washer and today there are far more washers sold than then.

The response to newspaper washer advertising the last few months had been gratifying where the "ads" have been properly baited.

The dealer alert to take advantage of this seller's market, this NRA is one who will strive first for publicity, a broader public contact and much increased store traffic.



**BALLYHOO**—an old picture of a tried means of stimulating interest. A truckload of washers followed this display float and everybody in town got an eyeful of washer advertising.

**MORE CUSTOMER CONTACTS!** the truck method of demonstrating and selling is again profitable with rising prices and increased demand.

# Sales

By  
Wm. M. Emery



1. He should get out the old dusty "Ballyhoo." Parade a carload of washers through his town. Let every one know there is a big washer business in the face of advancing prices. "\$5.00 down payment now will save \$10.00 before Christmas." People will receive prosperity news infectiously. Success stories are repeated from mouth to mouth and buyers of washers can be and are now being stampeded into buying.

2. The local newspaper (especially when they are receiving a little advertising) are eager to print reports of increased sales, such as overtime work by the manufacturer of your washers. How about giving them a statement about your increasing business and the favorable changes that you have noted in the buying attitude of your townspeople. They might be glad to reprint excerpts from the beginning of this article. Everything will multiply your business which increase the "washer mindedness" of your townspeople.

3. So long as the weather permits I should get and keep the washer sidewalk display, working with some one in attendance, making a big effort to talk to as many people as possible explaining the washer and inviting them in to take advantage of the feature described in the next paragraph. Go to your friends and if possible arrange for three or four sidewalk displays at points along the main "drag" of a Saturday away from your store. This will give repetition and emphasis, the impression of expansion, of a campaign, of an innovation and will get people talking about it.

4. Store traffic is the big business getter on the present market. It accounts for the numerous department stores,

which in the aggregate produce a sizeable volume merely because they have washers on display. It is not enough to be a "go and get it legman." This fall the dealer must entice store traffic. Local conditions vary so that a dealer must depend on his own ingenuity. The following plans are suggestive:

a. Special sales of small articles at practically cost. Fuse plugs, for example, look like a nickel to the average woman, but could be featured at one cent each sold only to adults, together with free advice on proper sizes which would lead to a discussion of present appliances and future desires.

b. Contests. These are infinite in variety and never seem to fail in arousing interest. Frequently they can be linked up with a local theatre in such a way as to insure actual store traffic.

c. Domestic science courses in the schools. Consult the local schools and see if any link-up could be effected through the loaning of appliances, etc., which would give publicity and a possible store traffic. See if your manufacturers do not have some free literature which is especially suitable for distribution to domestic science groups.

d. Civic activities and clubs. The dealer should not neglect to make his store a center of local activities whenever possible. A display of the work done by members of clubs or school units may bring in the parents. A ticket headquarters frequently brings the right groups. A collecting center for the "Needle-work Guild," etc.

The dealer, this fall, to get his share of washer business must study ways to put his store on the map and increase the multiplicity of his contacts with his public.



# How Hirst Gets

F. J. HIRST has seen a lot of vacuum cleaners pass through his hands—literally, thousands. He started selling them about fifteen years ago, when he became a service man for the Hoover Company, staying with them for seven years. He got to know so much about cleaners that he could take one apart and put it together again with his eyes shut. About 1927 he decided to go in business for himself—servicing cleaners. He started the Vacuum Cleaner Service of Allentown, Pa. Started it on next to nothing, too. But by 1927 a lot of people owned vacuum cleaners—almost 80 per cent of them—and Hirst reasoned that there was going to be a tidy little business for someone keeping those cleaners in working order, supplying new parts as they were needed and occasionally even selling a new one when the old had seen its best days.

Today, Hirst's Vacuum Cleaner Service—a little store off the main shopping highways—takes in about \$12,000 a year on cleaner service work alone, not counting sales of new cleaners. And a man who makes it his business to give the customer year-round service on a vacuum cleaner, naturally is in the best position to replace it when it is worn out. And yet despite the fact that Hirst sells a number of new cleaners during the course of the year, he sells them only when the customer demands to buy of him. He is almost fanatically honest about replacing a cleaner unless the old one is so far gone that it is beyond recall or that the cost of completely rebuilding it will outweigh the purchase price of a new machine. To many in the electrical trade who feel that it is a part of their business to get the customer to trade for a newer model just as often as possible, Hirst's methods would undoubtedly seem like pushing a thing too far. Hirst himself admits he could trade many more if he were so inclined.

"But I determined when I began in this business," he said, "that my entire interest would be to give the customer all the service I was capable of—I was not going into the business of selling cleaners but of repairing them. Sooner or later, if I have given the customer satisfaction over a period, I am in a logical position to get the business on a new machine."

Some indication of how successful Hirst has been in this rigid policy of service on cleaners—and only cleaners—may be gained from the fact that people come from 40 miles around bringing their cleaners in to be made over or repaired. In addition, he handles all the service work on cleaners of the Pennsylvania Power & Light Company which, in itself, gives him a steady backlog of work to do.

Average service, repair and replacement jobs on cleaners come to three dollars, according to Hirst, although his company (consisting of himself and three service

## F. J. HIRST,

*who runs the Vacuum Cleaner Service of Allentown, Pa., has sold and serviced cleaners for fifteen years. Here are his candid impressions about replacements, about repair parts and about the unique business he has built*

# Cleaner Business

## .... BY SERVICE

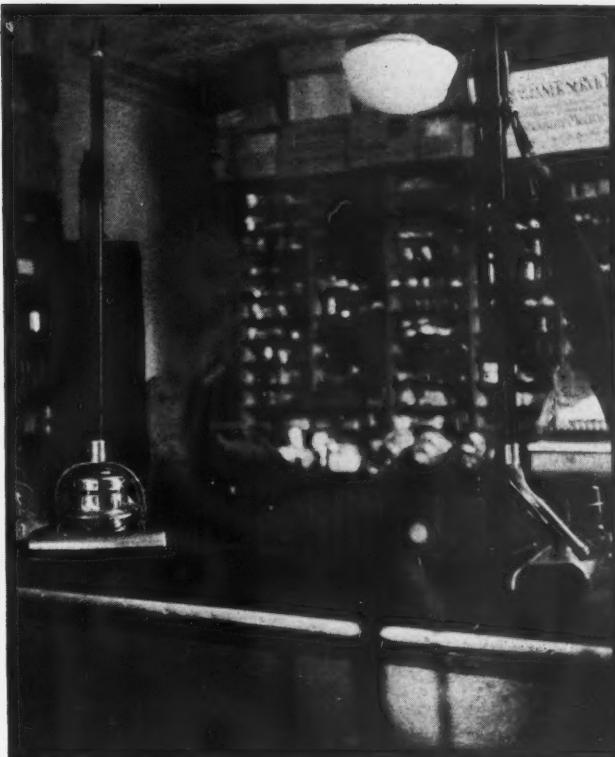
mechanics) advertise to service cleaners for one dollar. If the job for parts comes to more, the customer is informed. He averages from twelve to fifteen of these three-dollar jobs per day which with his small overhead yields a good net. But there is an intelligence and a cheerful sincerity about the man that is likeable. He doesn't mind delivering cleaners in his own Packard car and wearing white golf knickers and a pullover sweater. Nor do his customers mind. They are getting their cleaners put in order at less cost than they could have it done elsewhere and they are not being continually exhorted to buy a new cleaner.

ALL that can be seen in Hirst's Vacuum Cleaner Service shop is a showcase full of parts—bags, suction nozzles, bearings, brushes, handles, switches, cord sets, wheels, armatures, motors, belts and intricate and numberless dye-stamped aluminum pieces used in the construction of a score of different makes of vacuum cleaners. Behind the counter at the back of the shop are compartments containing more hundreds and thousands of smaller parts. The window is full of new cleaners, mostly Premier, which Hirst sells. Ranged round the floor and on top of the showcase are more cleaners, some all tagged ready to go out after being re-built, some new, some second-hand. In the rear, where the lathes and buffing machines of the mechanics take up most of the room, there are cleaners in every direction. Hoovers, Eurekas, Premiers, General Electric, Westinghouse, Royal, Torrington, Birtman, Universal, Graybar, Bee-Vac, Electrolux, Airway—all makes, all types, all sizes and all in varying conditions of grime and dilapidation. They have spayed handles, worn cord, brushes that won't brush and motors so clogged they have hardly the power to wheeze in enough air to inflate the moth eaten bags.

But Hirst regards them with complacence. He knows that some new brushes here and a clean motor there will put most of them in good working order; that and a few minutes over the powerful buffing machine that eats down through years of grime in as many seconds will return the machine to its owner burnished and new, both as to condition and appearance. One of his mechanics can handle from twelve to twenty such jobs a day, he said.

On the question of the quality of the replacement parts he uses, Hirst spoke with conviction. He knows the business both from the angle of the manufacturer and from that of the service man in the field. Some parts he buys from the manufacturer of the machine, some he buys from independent manufacturers of parts and some he makes himself.

"I am not in this business to buy parts as cheaply as



*Rebuilt and repaired cleaners are displayed at Hirst's shop. Trade-ins are rebuilt and sold. In the background may be seen some of the hundreds of repair parts.*

possible, regardless of quality," Hirst said. "The mere fact that my entire business consists of rendering a consistent, high-grade service on all makes of vacuum cleaners should make that obvious. If I sold a customer a cheap part on a job I serviced—not cheap as to price, mind you, but cheap as to quality—I would have to make good on the job and do the work all over again. I keep my prices up and do a thorough job but the principal cost element in a service job is labor, not the parts.

"I carry the manufacturers' parts, of course. The instructions that go with most cleaners sold warn the customer to replace worn parts with only those made by the manufacturer. When the customer insists, I give them exactly what they want. But, of course, they are paying for the parts—not me."

"Well, I'm a working man, you know and I have a couple of service jobs to deliver."

He packed two shiny vacuum cleaners into the back of his big Packard, grabbed his service kit which, like the doctor's black bag, is always with him and was gone.

# G. Fox Salesmen KNOW Their Streets



*G. Fox has one of the handsomest refrigerator departments in any New England department store. What's more, they outsell most of them—500 units a year—\$82,230 up to August this year. Here again, most of the business comes from the outside contact.*

By  
Laurence  
Wray

insurance-absorbed and manufacturing populace—nearly 100,000 families—through war and peace, depression and prosperity. It does a business today of approximately \$10,000,000 a year.

G. Fox & Company, like many another department store, sell electrical appliances. They are grouped together—refrigerators, washing machines, ironers, electric ranges, cleaners and smaller appliances—in one large department on the seventh floor of the main building. Unlike many another department store, G. Fox & Company depend on specialty appliance selling methods to merchandise their electrical goods. And because they use specialty methods, the whys and wherefores of how they have built an appliance volume which exceeds \$300,000 a year, may be of interest to other appliance distributors. Because—

Appliances have to be sold.

When department stores became more and more important in the

*Every man must  
closed territory  
60 STREETS  
... one department  
building a \$300,000*



*J. E. FORRYAN, Major Appliance Sales Supervisor, G. Fox & Company, Hartford, Conn., has had a long experience in the appliance business. Once a medical student, he was temporarily blinded in a laboratory explosion and began to earn his living selling vacuum cleaners. From there he went to the Kelvinator Corporation and stayed twelve years, leaving them only to take charge of appliance sales at the G. Fox Company.*



*canvass a  
of  
EVERY 90 DAYS  
store's method of  
electrical appliance volume*

appliance distributing picture, they were one of the early retail mediums to discard the proven methods of previous successful specialty selling organizations. Those organizations depended upon high prices and an energetic sales force contacting the home to build volume and make profits. Direct selling, being opposed to the department stores' entire experience and tradition, they were forced to rely on store traffic and constantly decreasing prices to get business. The result was that they got less business and at a loss.

G. Fox & Company, while maintaining a handsome electrical appliance department, doing a consistent advertising job and enjoying a healthy store traffic which yields a large quota of leads, depends primarily on specialty selling methods to build its considerable volume. And specialty selling means maintaining a crew of salesmen and maintaining prices.

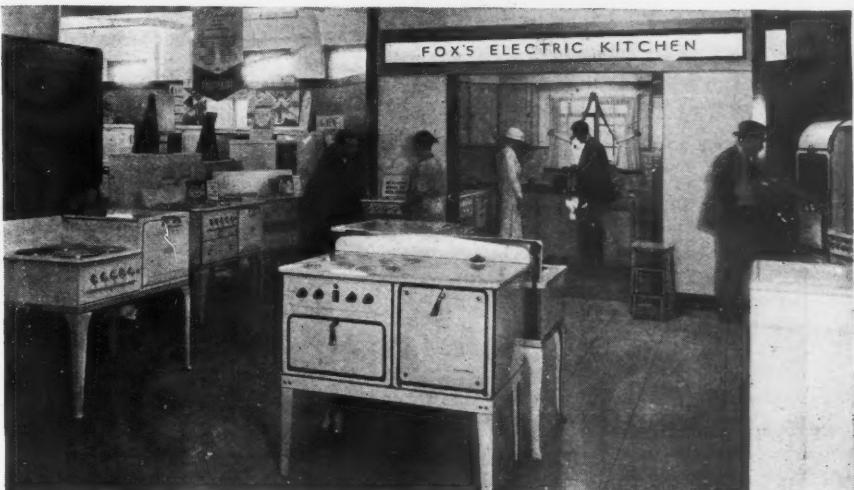
The Fox Company do all these things. They do not feel that it is beneath their dignity as an old and highly respected department store, to keep salesmen out pushing the doorbells of their customers. Emphasis at the Fox store is placed on only one thing—quality merchandise and

*Washers and ironers are grouped on islands down the centre portion of the electrical department. Recently Fox sold 29 washers in one week, average regularly about 40 a month. Demonstrations are a regular part of the selling routine but the bulk of the business comes from the outside contact with the customer.*

satisfaction to the customer. Naturally, the appliance salesmen, representing the company, are not fly-by-night canvassers, interested only in making a sale. They must be courteous, dignified and interested in the customer's satisfaction long after the ink has dried on the order blank. Most of the salesmen at the Fox Company have been there three, five and seven years. They earn anywhere from \$100 to \$300 a month. They work both in the store and on the outside, specializing at all times.

No haphazard canvassing scheme applies at the Fox store. The system of outside selling, instituted by J. E. Forryan, appliance sales supervisor, requires that the men work closed territories on a quota basis. And in

*(please turn to page 48)*



*A glimpse of the electric range department. In the background is the new complete electric kitchen which Mr. Forryan believes is to become one of the most valuable selling tools in the home appliance business.*

# Over the Hill to the

*"We put on a demonstration near the pump or cistern," says Carl Yows,*



*... "and if the weather's bad, we do it in the basement."*



**I**T WAS evident that there had been a scuffle when I entered the Claiborn Maytag Company office in Jefferson City, Mo. One of the salesmen was mopping his brow with a towel.

"Jess has just taken in a cow as down payment," he explained. "I got this a way helpin' him handle her."

That is the kind of introduction one gets to the grand game of selling gasoline-motored washing machines. The territory for this kind of business backs right up to the door, almost, of nearly every small city dealer in this country. Running power lines is expensive, and they are rare in the countryside.

Down Jefferson City way, they have been far ahead of the rest of the country in seeing the possibilities of a gasoline-operated washing machine. Perhaps it is because the Ozarks with their scrub oak forests are but a stone's throw away. At any rate, the people there are country minded and think in terms of the farmer. When the Claiborn Maytag Company was organized four years ago, as a subsidiary to the Pontiac-Plymouth agency held by B. O. Claiborn, K. A. Goodman and

# GAS WASHER Buyer



*Some livestock has to be taken now and then as a down payment. Most of the time the boys turn it into cash for a higher price, which leaves them some pure velvet.*

C. L. Hatler, it was natural that the firm looked to the rural district for a good percentage of its sales. In Eldon, Rolla, Versailles and Jefferson City they opened offices, with a crew of seven salesmen driving platform cars, ready to go anywhere for a demonstration.

Working on a straight commission basis, these salesmen naturally attempt to keep down the number of miles traveled. On the other hand constantly tempting them into the country is the fact that they average \$15 more in commissions for a machine sold in the country than in town. Another pulling power that draws them away from the city is the undeniable fact that demonstrations and sales are far easier in the hinterlands than in town.

"I can always go flying around the fence posts of a farmer's front gate and know that I will be welcome for a demonstration," Jess Slavens says. "While I am there I always get a chance to visit with the folks and they tip me off to neighbors who haven't a machine and who might like to see a workout. You can step right into the party-line telephone and call them up for an appointment if you want to."

**D**EMONSTRATIONS number two a day in the country. About Friday or Saturday is the time to line up things for the following week, Slaven says. There are usually three calls to the sale of a machine, one for the demonstration, one for the call-back to catch the husband in the field, and the third to close the deal.

"The demonstration is the whole show," Jess Slavens declares. "I put it on near the pump or cistern, on the back porch if the weather is good. If not, I take the machine into the basement and run the exhaust pipe out the door. Farm women today have seen enough gasoline engines that they don't doubt their ability to run them. Show them how easy it is to step on the starter, explain how oil and gasoline are mixed together with this type of motor, and then turn to the business of getting out a wash as white as snow for them. Any woman who has been tied to a hand-operated machine is mighty susceptible toward a washing machine run by

power. The back-saving argument hits home in the country. We demonstrate the wringer sometimes by running an axe through it. In closing our sales we frequently have to accept a pig, a calf, a cow or chickens as a downpayment. That's all right with the boys, because we usually get a better price for this livestock in town and the company hands us all our extra profit as velvet. This and the \$15 greater commission we make on country sales more than pay us for the trouble of going out in the country after business. I guess though, a country salesman has to be a bit of a horse-trader.

However, in only about one-third of the cases of country sales are down payments made in livestock, according to Carl Yows, branch manager at Jefferson City. In most cases farmers go "under the carpet" for the cash money for their initial payment.

That country business is a sweet addition to the firm's volume is evidenced by the fact that within the last twelve months approximately 150 out of 450 washer sales were gasoline powered. Prices received run as high as \$137.50. Gasoline-powered machines are higher than electrical models. One of the features farmers like is the fact that the washer permits substitution of an electrical motor for the gasoline engine in case power is ever extended into the country.

When it comes to taking care of these country installations, Service Man Fischer charges 5c. a mile transportation and a dollar for the call. If the farmer likes he can detach the engine and bring it in town when he comes shopping.

The Claiborn Maytag Company has spent no money on a pretentious office in Jefferson City, its Capital Street place carrying only five washers on display. Business is done in seven counties. Over the farmer-to-market roads go the seven salesmen, fully aware that there are only about 1,500 power driven washers in the territory and confident in their realization that on the highways and byways there is little competition to rob them of their five-sales-a-month average.

*There's a powerful lot of business to be had off the city sidewalks...this Missouri firm finds*

# selling methods

## "SEE IT FROM THE STREET" IS NEW DISPLAY WINDOW STYLE

A MAN pressing his face against the taxicab window as it scooted down Chicago's State Street caught the inspiration for what has been pronounced the most original window trimming idea of the last decade. The scheme was simple—Put great newspaper headlines on the background instead of pretty scenes. Results were far reaching: The story was told to the man in the street, the entire window was tied up with the merchandise.

L. S. Janes, advertising display director of Sears Roebuck & Company, was provoked that day of his downtown ride because he could not understand from the street the merchandising idea of a single State Street window as he passed. All that he saw was a mass of line and color, beautiful, but telling no story.

Surely a lot of traffic was being overlooked, he reasoned. Stores expect their newspaper advertising to get down to brass tacks, insist that counter displays get over a merchandising story quickly and yet here they were permitting their windows to remain lush fields for mere color and design.

Back at his workshop he tried an experiment. He erected a background of plain monk's cloth. On this he pasted felt letters which blazoned forth copy similar to newspaper headlines. Placed behind the merchandise the effect was that of a giant poster calling attention to the goods below. The window brought results and the idea spread from store to store in the Sears chain. Today it is called a type of technique. It has been estimated that man in an automobile moving at 35 miles an hour can get a quick flash of what the window offers for sale.

While the messages are frequently

elaborated by cartoons cut from felt, the window's simplicity makes it applicable to any size store. The plain fabric background can be used month after month without changing. Ready-cut felt letters can now be had. The extreme economy with which the windows may be produced has aided in spreading their popularity.

## SAN FRANCISCO DEPARTMENT STORES GO AFTER APPLIANCE BUSINESS

BIG shots in the retail field, the department stores and big home furnishings and housewares firms show a very significant and serious interest in electric appliances in San Francisco. There a strong association of these big retail outlets is forming to launch upon a joint advertising, sales promotion and selling movement to sell the complete line of electrical appliances. Spurred by the success of the Gas Appliance Society's two yearly drives, one on ranges, and the second on house heating equipment, and stimulated by the experience of the Electric Refrigeration Bureau, this group of strong department stores, the Western Furniture Exchange, manufacturers and distributors, are now organizing for a still broader program. Under it, in separate divisions, perhaps, the electric kitchen, the electric laundry, the small appliances, will each get a logical program designed for it.

One of the first results of the new interest will be the establishment of full fledged electric appliance departments in each of the major department and furniture stores, with experienced and



### "NOW IT WILL PAY FOR ITSELF"

Twenty-eight hundred pennies were brought in to Ellis Lawrence, manager of the display store of the George Belsey Co., General Electric Co. distributors, in the Broadway Department Store, Los Angeles, as the down payment on a large refrigerator by a woman who said confidently, "Now, it will pay for itself." She got the refrigerator and it is paying for itself in food saved and quantity purchases. That proves faith in advertising and in a product. It also proved quite a job for Mr. Lawrence counting all the coppers to be put back into circulation after what must have been a long hoarding. He seems pleased, at that

trained electric appliance specialists in charge. Already one big store has built a model home on its floor, and materially strengthened its appliance department. Two other big department stores



To a man in a car, the new type window gets over a billboard message, to the man on foot it gives detailed information.

# • selling methods



FROM HOLLYWOOD TO NORMANDY LANE

Came Bette Davis, star in the recent G.E. 2-reel kitchen classic, where she was interviewed by Lauretta La Marr, home economist of the Electric Refrigeration Bureau of Northern California. Normandy Lane is in San Francisco's City of Paris, by the way; Miss La Marr is at the left, Miss Davis at the right, and the radio announcer kept himself in the middle of things.

are said to be considering not one but many such model homes, in different price classes. These serve to show in actual setting, the use and desirability not only of the store's featured furniture, floor coverings, drapes, crockery and housewares, but complete electrical equipment as well.

A good example of this stimulated interest in electrical merchandise on the part of department stores is found in the City of Paris store in San Francisco.

Walk downstairs in this establishment, the place where department stores usually locate "bargain basements," and you will find "Normandy Lane" a quaint, colorful street of shops, a restaurant which is becoming the most popular in town, book and magazine stalls, a Persian bazaar, an athletic shop, and at the end of the lane, a mighty attractive electric shop. This is one of the outlets recently established by Electrical Appliances Inc., successor in name only to the L. H. Bennett Co., for Mr. Bennett still very actively heads the company, distributors of General Electric appliances in northern California.

This shop in Normandy Lane is its bright spot, with bright neon signs, excellent lighting, and a complete electric kitchen, arranged as a stage for the holding of cooking schools.

Last month the store staged a 4-day style show. This was made the occasion, too, for a cooking school in the new store. There was an attendance well over 1,000 for the 4 days, the last day of which was an especially gala

event. On that day, advertised throughout the city by the Shopping News, the daily Electric Refrigeration Bureau broadcasts over stations KPO and KJBS were done from the City of Paris electric shop. And feature of the broadcast was the appearance of Miss Bette Davis, Hollywood movie star who featured in the G. E. electric kitchen 2-reeler not long ago.

Miss Davis was interviewed by Miss Lauretta La Marr, home economist for the refrigeration bureau, who has been conducting its daily broadcasts. The distributor has a similar electric shop in the store of the H. C. Capwell Co. in Oakland.

*Folks just can't resist the impulse to come in and tell him it is upside down, so F. H. McGinnis has a chance to explain and to show them other marvels in electric appliances.*

## SIGN UPSIDE DOWN BUSINESS RIGHT SIDE UP

ALMOST everybody will chase a hat that has been blown off and goes skidding down the street. Maybe it's instinct. There is one other thing that the human race can almost be counted upon to do every time, that is to point out an error. And a good salesman, such as F. H. McGinnis, of Sacramento, Calif., has to know his people and their reactions—and make use of them.

Accordingly, when one walks along 12th Street, in Sacramento, and sees a neon electric sign upside down, it is hard as the dickens not to step right in the store and tell Mr. McGinnis that something is wrong. He has his sign upside down on purpose, however, a fact that his sales staff smilingly explains, and then urges the helpful passerby to look around the store at the complete display of all kinds of electric appliances.

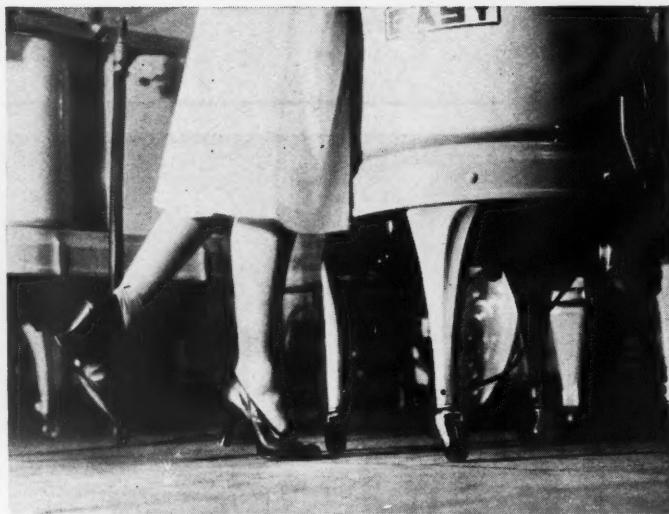
Mr. McGinnis began his appliance business some years ago selling washing machines, from door to door. He gradually built up his establishment, chiefly by his own personal selling effort, until now it is a sizeable electric appliance store, handles several lines of major appliances, a number of specialties, and employs a crew of several men. Mr. McGinnis, however, feels that he is far more effective in the field than in the store and so is out on the firing line himself most of the time.

And it is said in Sacramento, that his other advertising is just as novel, original, and shows just as deep an insight into the twists of human nature as does his upside down sign.





*In her mind's eye a woman considering an electric mixer measures the time it would take to assemble and clean up the electric mixer, as compared with the quickness with which she can do the job with egg beater, reamer or mixing spoon*



*The Lord did not make all women the same size. The difference of three or four inches sometimes means endless standing on tiptoes or stooping, with resulting backaches. Other sales points being equal adjustable height is a feature which will close a sale.*

# Selling Through a



By Grace L. Pennock,  
*Household Editor, Delineator*

**B**UGS BAER, the humorist, has pointed out that an inch is a lot of room when your nose is under water. Grace L. Pennock, household editor of Delineator, took time off recently to tell Purdue University engineers that housewives were equally sensitive to differences in appliances that failed to tie in with their physical needs and methods.

"Because appliances relieve women of so heavy a physical burden they have been bought," she said. "In a competitive market, however, it would pay manufacturers and dealers to learn more about the needs and niceties of a woman in her kitchen."

The situation can best be illustrated with the seemingly simple matter of cooking utensils, she related. One manufacturer who apparently gave a designer free rein built a market that lasted only two years. The handles of his

*The thought of a "crick-in-the-swings the wrong way often*

good looking pans were made of an insulating material joined to the pan by metal. The cool part of the handle was too short. Women burned themselves in picking it up. Good looks could not possibly offset this difficulty. Bang went his market! Another manufacturer produced good looking kitchen utensils with wooden handles. Very quickly the wood part began slipping and allowed the pan to tip over in one's hands. He had overlooked this unforgivable point that offset all its virtues.

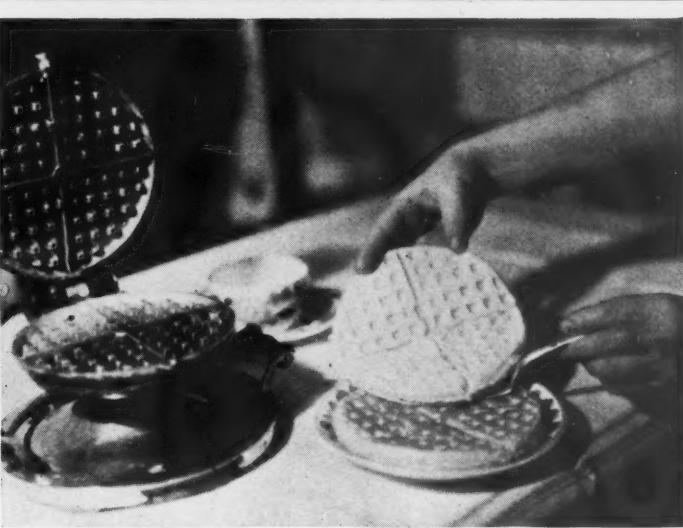
That the height of kitchen cabinets, work tables, and washing machines play an important part in winning acceptance from women has been Miss Pennock's observations. Necessity of working with something that is 3 inches too high or too low is a point that overshadows all other advantages. It means backaches, stiff shoulders, many wearing hours that could be avoided, in the woman's mind. Because women have not all been made the same size nor with the same proportions, equipment standardized in height will not suit them all. Adjustability is a powerful sales point.

Obvious needs on washing machines are wringer releases which operate easily, Miss Pennock declares. Simpler matters like complete and rapid draining are frequently overlooked and these are important matters to a busy housewife.

With electric mixers the deciding sales point frequently is the woman's opinion as to whether the time for assembling and cleaning up the mixer will take longer than doing the job by hand, extracting juice from oranges, or



*Coffee baskets in electric percolators have been known to be too small. A talk with a home economist on the amount of coffee necessary for a good beverage would have saved a lot of trouble.*



*The lag in time before women close the waffle iron frequently results in a waffle that is browner on one side than on the other. An appliance that remedies this would provide some manufacturer with a very convincing sales point.*

# Woman's Eyes

*-back" . . or a door that lies behind sales resistance*

beating eggs with a hand operated egg beater. The equipment that is difficult to clean or time consuming to assemble will be used a few times only, the woman knows, and after that it will find place on a high shelf out of easy reach, a mute reminder of a mistake.

Manufacturers of electric mixers should be specific in listing exactly what the machine will do. One firm stated its machine would make bread. Evidently the designer was not at all familiar with the nature of bread dough. The motor of the machine would not stir as stiff a mixture nor was the mixing bowl large enough for a quantity such as is usually made even in small families. The device was a total loss in this respect.

Coffee pots have frequently appeared with coffee baskets holding too little coffee for the water capacity. In this case the designer has failed to be guided by someone who knows what quantity of ground coffee is needed for really good coffee.

There are waffle irons which bake waffles much darker on one side than the other. Designers should have allowed for the fact that waffle batter is placed first in the lower grid and some seconds elapse before the top grid comes in contact with the mixture. This is the human element which must be compensated for.

A woman trained in science and its application, who has also had experience in household matters, should be the go-between for the manufacturers and dealers, says this home economist. First hand acquaintance with kitchen processes will emphasize vital sales points.



*That it is not necessary to have a 100-deg. room temperature in order to cook is as much of a sales point with women as any feature of the electric range. (Posed by Miss Nellie M. Snavely, Home Economist, R. Cooper, Jr., Chicago.)*



# 12 WAYS

By

**W. H. Eucker**

*Chicago Branch Manager  
Timken Silent Automatic Oil  
Burner Co.*

PHOTOS BY  
T. F. BLACKBURN

## **The Smiling Type**

The type that smiles. Frankly, a smiling prospect is a puzzle to me. He can mean anything. I say, "I am making a survey of homes in this vicinity for automatic heat. What heat do you have?"



## **The Quick Talking Type**

Quick talking type that asks, "What do you want?" I make it a point to answer equally quickly, "Are you buying oil heat this year?"

## **The Neglecting Type**



Type with neglected home. To me long grass in the yard is one of the best indicators. One can safely assume that the resident in such a house knows it's neglected and is planning to do something about it. My first words to him are, "I was talking to a friend, who gave me your name and address, stating that you were making some changes in your home." Nine times out of ten the prospect has this idea in mind, too, but has simply been putting it off. In one jump I am in the middle of his thought.





# To APPROACH A PROSPECT

YOU cannot say the same thing to 12 different people and get the same reaction from each one. Like the pumps on a soda fountain, their personalities house sweet or sour natures, and flavor the remark as they get it. In my selling experience, therefore, I have found it good practice to size up the prospect when I see him and make an approach which I think will blend with his personality. The idea is to get on a common ground quickly. Here are 12 types of prospects and what I say to each of them:

THIS IS THE FIRST OF A SERIES of practical sales helps for the salesman. Next month we will visualize "How to Sell on the Floor," and show how to find out what the customer wants to pay—How to hold the prospects interest—How a sale can be most easily closed—what the difference is between a drug store wrap up and a real appliance sale.

## EDITOR'S NOTE



### The Thin Type

Thin type of prospect. Here is my opener: "Your neighbor has automatic heat. I understand you are also interested in putting it in." This person cannot be appealed to on the comfort idea as readily as the fleshy person.



### The Barber Type

People in moderate circumstances. Barbers, butchers, grocers, in fact, nearly anyone without much money can be approached best with this inquiry, "Have you put in your coal?" If not, they open themselves up for oil burner solicitation. They are particularly impressed by the economy appeal in considering the purchase of any appliance. This type of business man, by the way, is not regularly solicited by appliance salesmen, and often turns out to be a very good prospect.



### The Spic and Span Type

The spic-and-span type. This kind of prospect has a lot of pride. I say, "How long have you had automatic heat? No?" (I register surprise).

**You can sell**

**GENERAL ELECTRIC**

**for**

The image is a black and white advertisement for General Electric. At the top, there is a logo for the National Recovery Administration (NRA) with the text "U.S." and "WE DO OUR PART". Below the NRA logo, the text "You can sell" is in a large, bold, sans-serif font. Underneath that, "GENERAL ELECTRIC" is written in a very large, bold, sans-serif font. Below "GENERAL ELECTRIC", the word "for" is partially visible. The bottom half of the image shows a vintage kitchen interior. The kitchen has white cabinets and a dark floor. In the foreground, there is a small white refrigerator on the left, a white oven with a range hood above it in the center, and a white sink unit on the right. The background shows more kitchen fixtures, including a large oven and a refrigerator. The overall aesthetic is mid-20th-century.

# a Complete KITCHEN as little as \$600

THIS complete kitchen sells for only \$600 and your customer can spread the payments over a 2-year period.

Widespread interest has been developed in the complete General Electric Kitchen. Wherever it is displayed it wins prospects and sales. At the G-E exhibit at A Century of Progress, hundreds have left their name and address to be forwarded to local G-E dealers. There's a big growing market for the complete General Electric Kitchen and it can be sold on the step-by-step plan for small monthly payments. Your customer purchases one unit at a time—a G-E refrigerator, range or dishwasher—soon acquiring the entire kitchen. It makes a strong selling story for each of the G-E appliances and makes profitable sales more easy the year 'round. It makes possible more than just one sale to a prospect—it provides a chain of profits.

G-E dealers call the General Electric Kitchen the greatest sales stimulator in electric appliance history. Women who see and hear about it are never satisfied until they have one

in their home. It draws prospects and creates sales for all G-E kitchen appliances. General Electric is spot-lighting the G-E Kitchen before millions in a great nation-wide sales promotion campaign. G-E dealers are reaping the benefit.

GENERAL ELECTRIC  
WILL APPOINT  
1150 NEW DEALERS  
AT ONCE!

General Electric invites dealers in open territories to get the details of the G-E franchise and multiple-profit plan. Those measuring up to G-E standards—however large or small their display facilities may be—have an opportunity for a profitable, permanent business and continuous profits. Write for complete information. General Electric Co., Specialty Appliance Sales Department, Section DE10, Nela Park, Cleveland, Ohio.

GENERAL  ELECTRIC  
REFRIGERATORS • RANGES • DISHWASHERS

# 12 WAYS TO APPROACH A PROSPECT

【Continued from page 41】



## The Fine Residence Type

Fine residence with maid. Here my strategy is to get past the maid to the mistress. I open with an inquiry, "Do you play bridge?" The chances are the mistress does and I make it a point to carry a bridge token of some sort such as a score pad. By offering it free or on some basis, I am in position to force the maid to consult the mistress on a proposition which is very certain to appeal to the mistress and bring her out.

## The Elderly Type

Elderly, retired type. I know that they have been used to directing children and will respond readily to a request for instruction, so I say, "Do you know Mrs. Richard Smith? She is interested in buying automatic heat and so on, ending up with): Perhaps I have the wrong address. I was going to see her about a heating plant. What kind of heat do you have? I suppose some day you're going to put in automatic heating."



## The Executive Type

The executive type. I don't make office calls without writing my prospect in advance. This introduces me and breaks the ice. My first comment then is, "Did you get my letter?"



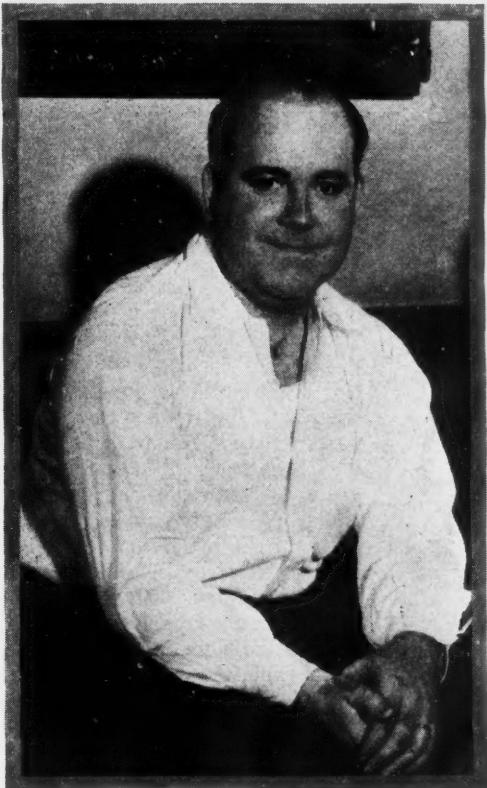


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E

### The Know-It-All Type

The know-it-all type. Every salesman meets prospects who denounce him and his product instantly. My plan has always been to wait patiently through the outburst, then ask politely, "What are your objections to oil heat?" By asking questions, it is possible to get the know-it-all type to express himself fully, and after his energy has run down, you can tear down his defense point by point. Nine times out of ten, he is influenced by some impression he gained from early models of oil burners. These features have been eliminated for years.



### The Poker Face

The man with a poker face (or any party that salesman cannot understand), I open with this comment: "I've come to see you regarding your heating plant."



### (Left) The Fleshy Type

The fleshy type of person. I open with "How do you like automatic heat? Don't have it? You don't know what you're missing."

# Can Dealers Sell Ranges?

**H**ARRY EKLUND, of San Rafael, Calif., is an institution. He is one of the best "I remember when—" dealers in the state, for if he really does remember all the "whens" that he tells about he must be about 20 years older than he has ever looked, even at his lowest moment. But it must be true, for he not only knows nearly everyone who has lived in his town and its surroundings during the past few years but he knows all their fathers, grandfathers, mothers, grandmothers, cousins, sisters and aunts. And that, ladies and gentlemen, is his secret of success—knowing folks.

Mr. Eklund did not win the prize in the National Electric Cookery Council contest, but he has been selling electric cookery in a steady, unremitting effort ever since there have been such things as electric ranges. He not only sells them but he has used one for 19 years himself, and hence has always been able to talk about it from personal conviction and experience. Accordingly when the council wanted the assurance of a real dealer, who has sold ranges and knows them, they were referred to Harry Eklund. He went for the National Council idea in a big way. And was he proud when they printed his picture in one of the first advertisements to the trade on the formation of the Cookery Council!

Through all the vicissitudes of power company merchandising, when other dealers around him complained, Harry Eklund just kept on selling anyway. With the changes in merchandising plans, in which the power company salesmen now cooperate with dealers more fully, Harry Eklund still sold ranges. No matter how or what merchandising changes were made his attractive little store on B. Street continued to sell ranges as it does all other appliances—on the strength of the Eklund personal equation.

"I have never been bothered much by competition from the power company, even in the days when its sales plan was not as favorable as it is today," says Mr. Eklund. "Course I know most everybody, and most of them feel that if they buy their electricity from the power company that they should get their range from me. I've always served them, been handy whenever I was needed, taken care of their electric needs—in fact I've wired most of their houses.

"And another thing, they all know they can get me or Bob (his son) most

work in San Francisco and commute back and forth. They aren't home much during the week and Sunday is the only time they have to attend to things like this.

"So I dropped around and after an hour's discussion of models and the like, I came away with an order for a range."

As long as the price is maintained by the power company, Mr. Eklund feels he has more than an even chance to sell any customer on which both he and the range salesman may be working. Not long ago the power company ran a line up to the top of Mt. Tamalpais, a 2,500 ft. peak which is a landmark around the San Francisco bay area. At the summit is a lodge and a ranger's cabin. Mr. Eklund wired them both, and when it came time to buy the range, Harry Eklund sold the job, in spite of the long extension built by the power company.

In fact in all of his contract work Mr. Eklund makes a decided and very successful effort to sell his customer additional electric services. He was one of the first to take full advantage of the Red Seal Plan of home wiring, converting many of his jobs, obtained in usual competition, to a Red Seal job after he acquired it, and then selling the owner the range and water heater and often air heating.

His store was the first Red Seal commercial wiring job in the region. It is located on one of the main streets of San Rafael, and carries a high grade type of merchandise. His oldest son, Robert Eklund, manages the store for him, while he stays out in the field most of the time, selling and supervising the wiring which brings him his best contact for the sale of merchandise. Another son also assists occasionally. He maintains a steady crew and conducts a steady consistent business. Always in the van of forward movements he has been the executive committeeman from the North Bay region on the California Electragists, Northern Chapter and lately has been active in reorganizing a group of contractors in Marin, Sonoma and Napa counties under the NRA.

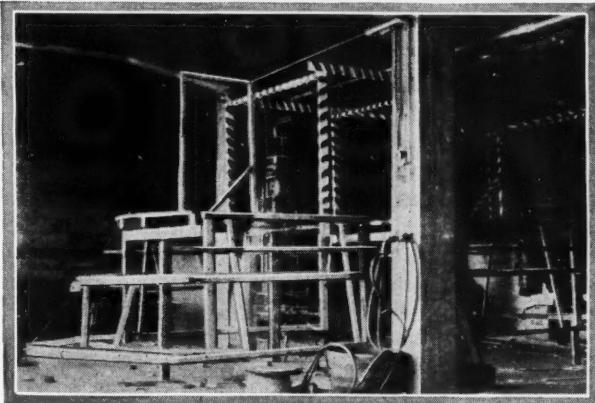
In the Eklund windows Bob Eklund makes effective use of the manufacturers' window display material, and keeps the display, both in the window and on the floor, alive and neat. Even San Francisco, in close proximity, does not take much appliance business from them because of the strong personal relationship which the Eklunds have developed in their community.



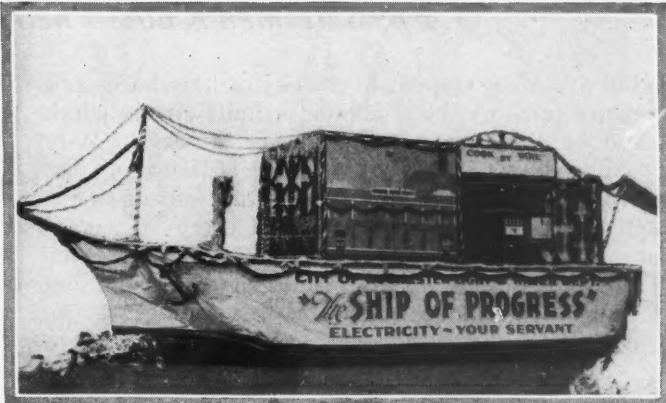
**HARRY EKLUND  
of  
San Rafael, Calif.  
says YES**

*and tells how he does it*

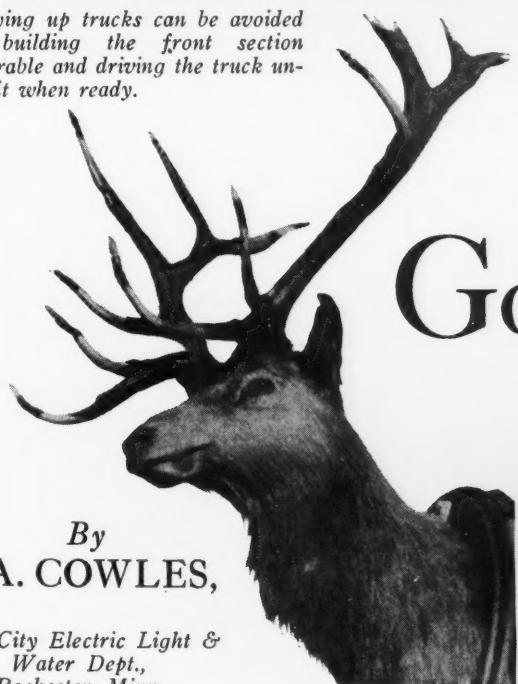
anytime they want us. Just as an example, last Sunday my wife and I were going on a little trip and were all ready to leave when Bob phoned from the camp where he was taking his vacation up on the Russian River. He told me that an old customer of ours had asked if I couldn't drop around on Sunday and see him about an electric range. You see, a lot of our San Rafael people



*Tying up trucks can be avoided by building the front section separable and driving the truck under it when ready.*



*The "Ship of Progress," one of the handsome floats used by the power company at Rochester, Minn.*



*By*  
**L. A. COWLES,**

*Supt. City Electric Light & Water Dept., Rochester, Minn.*

HERE are photos of three floats which have been used in "Diamond Jubilee," "Legion Parade," and "Elks Parade."

These floats illustrate the possibilities of advertising in cooperation with local activities which attract large crowds of spectators.

It has been our experience that such cooperation by entering floats of this character in Convention Parades that we not only advertise appliances but receive favorable consideration from the Associations which sponsored the parade.

The float used in the Elks parade was electrically lighted and used one evening with a German Band of eleven pieces placed on the float where the electrical equipment is shown on the photo; also one evening at the entrance to the field where drum corp competition drew large crowds.

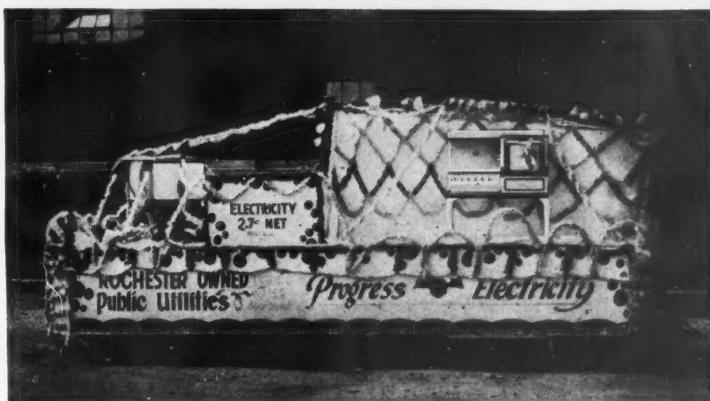
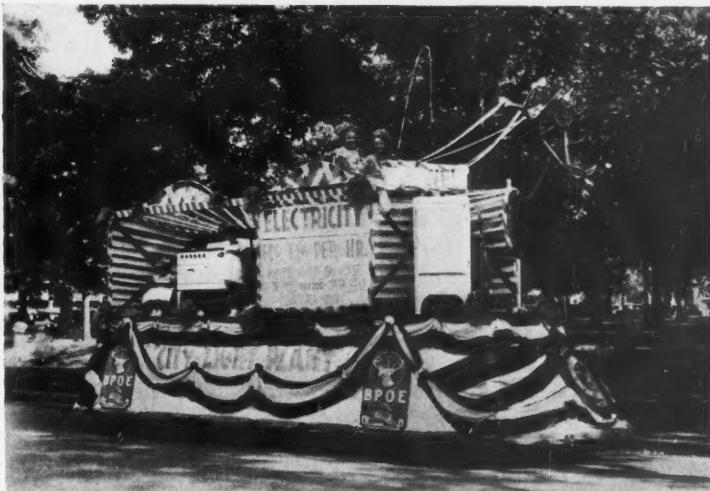
Lighting was effectively accomplished by placing back of the yellow paper rosettes twenty-five 15 watt, 32 volt lamps, using five 6 volt storage batteries. The batteries were standard car batteries and provided four hours lighting without charging.

The construction of the float was such that the materials can be stored for future use or the lumber recovered and used for other purposes.

Lighting of the points of the Elks horns with 12 volt Xmas tree lamps as shown on photo.

Often the objections to entering a float is that it ties up a truck or car for several days. This, we avoided, by building

## FLOATS *are* Good Advertising



*A Legion Convention float and, above, an advertising float employed in an Elks Convention. These floats can accommodate a band of eleven pieces and do much to attract attention to the uses of electricity.*

the float with the front section separable. When ready for use the truck was backed under the rear section and the front attached. This made it possible to construct the float in spare time and required the truck only for a short time previous to its use in the parade.

stead of allocating sections of the city or its suburbs as a salesman's territory, he is allotted definite streets which he, and he alone must canvass every 90 days. With approximately 60 streets allotted each salesman, it has been found from experience that he can call on all the customers within that territory about every 90 days—selling, of course, only the appliance he specializes in.

Take refrigerators, for example (Frigidaire). G. Fox & Company have done one of the best selling jobs on refrigerators in New England. Last year, according to Mr. Forryan, refrigeration sales up to August amounted to \$52,000. This year, sales up to August have amounted to \$80,230, representing sales of some 500 boxes. A good job in any territory. When the refrigerator salesman goes out to call on prospects he carries a sheet bearing the name of one of his streets. On it are numbered all the houses on that street, together with a notation next to the prospect's name as to the make of refrigerator she owns or the fact that she has yet to buy. On the same sheet are listed electric ranges, washers, ironers, cleaners and other appliances. He can see at a glance that the customer has purchased a washer, for instance, but has yet to be sold a range or a refrigerator. If he sells, either at that time, or later on a follow-up, a notation is made. If he notices, at the time he calls, that the customer already has a refrigerator, he finds out in the course of the conversation whether she has a washer, ironer or range. These notations are then turned over to the washer or range salesmen, as the case may be, for their information.

**T**HE advantages of the plan: (1) The customer is contacted on an average of once every three months, even if only for a courtesy call to see how a recent purchase is performing. At these courtesy calls, the salesmen often pick up leads supplied by the customer; (2) the salesmen do not tread on each other's toes, each has his own appliance to sell and there is a mutual interchange of information as to leads, prospects; (3) by knowing what the customer already owns in the way of electrical appliances, the company have a check on both approximate saturation and on the estimated life of the appliance for purposes of replacement; (4) the salesmen are kept on their toes all the time. If a salesman does not cover his allotted number of streets in the 90 days' time, it becomes open territory.

The same system applies to all major appliances. It is the system that has sold 500 washers a year (Apex, Easy, Universal) for the G. Fox Company. Last year their business in washers alone amounted to \$60,000. Currently they are averaging about 40 washers a month, although Mr. Forryan told the writer that this average has been vastly improved in the past few months—sales in one week totaled 29 washers. Sales of washers are about three to one in favor of the medium-priced machines over the most expensive models, but vigorous demonstrations to trade the customer up to higher prices keep the average sale price in the region of \$99.50.

**I**RONERS (Easy, Universal), Mr. Forryan said, are forging ahead rapidly as a major appliance. Fox sells between 25 and 30 ironers a month, currently. Special emphasis is placed by the salesmen calling on the customer, to sell ironers to present owners of washing machines. They are the logical and easiest prospects to sell, experience showed, as the satisfaction accruing from

the use of the washer made the housewife look with favor on the partner in the laundry combination.

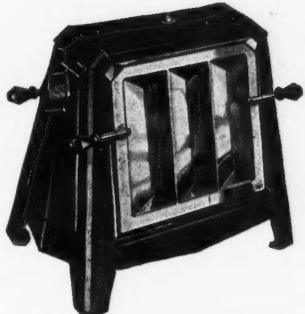
Electric ranges (Hotpoint, Universal), on which the G. Fox Company pioneered in Hartford, putting in a complete electric range department long before other department stores, or even dealers, in the city had considered them, are not doing as well as other major appliances. Last year the volume on electric ranges was about \$14,000 and this year to date, sales are about 33 per cent off. While this is about the ratio of range sales nationally, Mr. Forryan feels it may with G. Fox be in part due to the radical experiment initiated in Hartford early this year by the power company, of letting out "trial ranges" to cookery prospects. More than a thousand ranges have been put out on trial to date (*Electrical Merchandising*, September, '33) and Mr. Forryan is inclined to the opinion that many of these trial prospects might have been purchasers. The Fox policy, in the meantime, he said, was to cooperate with the power company plan and give it ample time to work out. Already, he pointed out, customers that took out a trial range, (which the G. Fox Company, in common with other Hartford dealers, carry on the floor of their showroom) had come back and bought a more expensive range.

"The thing that is doing more to sell ranges now—and that goes for other appliances, too," Mr. Forryan said, "is the complete electrical kitchen we have installed. The power company gave us a lot of help on that and it is the most valuable medium we have today in making women visualize what *her* kitchen might look like with the help of electrical devices."

Small appliances are demonstrated in the complete electric kitchen which helps boost sales on those devices. The Fox electrical department averages between \$100 and \$300 a day on heating appliances, adding, as they did last year some \$50,000 small appliance volume to their total. Mr. Forryan himself rates their major appliance volume at about the following ratio: electric refrigerators, 50 per cent; washing machines and cleaners, 35 per cent; rangers and ironers 15 per cent.

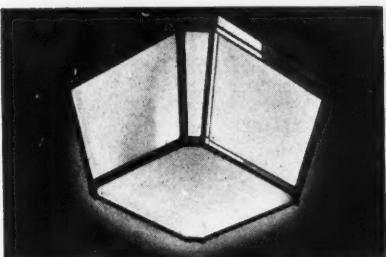
**T**O the troublesome problem of trade-ins, Mr. Forryan brought a unique idea: He did away with them. Where a prospect for a refrigerator asks how much she is to be allowed for her old ice-box, the reply is that the company will make no specified allowance, but they will take it off her hands and attempt to sell it. The customer is asked what she would like to sell it for. She usually puts a price on it, Mr. Forryan commented, smiling, that is easily twice what it would bring. They point out to her the limited market for second-hand ice-boxes and bring her down to a reasonable level. If she accepts, the box is put in an empty store-room and usually disposed of by means of small classified ads. Whatever the sale brings is turned over to the customer to apply against her new electric. If they don't sell easily the customer is notified and often, after an interval of two or three months has forgotten all about the matter. The only point about the trade-in, as Mr. Forryan said, is that the customer, prior to buying an electric refrigerator, is accustomed to looking upon her ice-box as a valuable piece of furniture which should have a market value. Once the electric is installed in her home, the superior performance and the care-free service quickly revises her opinion.

# Review of NEW Products



## Proctor Toaster

*Proctor & Schwartz Electric Co., 7th St. & Tabor Road, Philadelphia, Pa.*  
 Device: 2-slice turnover type heat controlled automatic glow cone toaster.  
 Description: Toasts two slices of bread, one side at a time; "glow cone" signal is lighted up by the heating element when bread is toasting and when toast is done, thermostat automatically shuts off current, "glow cone" winks out; adjuster knob on control dial regulates thermostat to give any degree of toasting from light to dark, also shuts off current when turned beyond extreme low heat marking; new tripping turnover device; hard-baked, black casing, chromium doors.  $7\frac{1}{2}$ " high, 500 watts, a.c. 110 to 120 volts.  
 Price: \$5.95.—*Electrical Merchandising*, October, 1933.



## Square Wakefield "Domino"

*The F. W. Wakefield Brass Company, Vermilion, Ohio*  
 Device: Square design of Wakefield interconnectible "Domino" lighting unit.  
 Description: To extend the range of Wakefield interconnectible "Domino" lighting units, multiplying the variety of patterns which may be evolved from these economical "built-on" ceiling fixtures, the square design as illustrated has been added to the line. Dimensions: 11" square,  $6\frac{1}{2}$ " deep. Materials: frame is die cast from same alloy as high grade automobile hardware, flashed opal glass plates. Capacity, two lamps of from 25 to 100 watts each.—*Electrical Merchandising*, October, 1933.

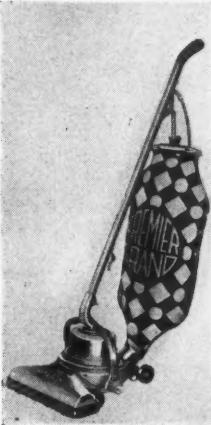
## Emerson Motors

*The Emerson Electric Mfg. Co., 2018 Washington Ave., St. Louis, Mo.*  
 Description: KS type capacitor start, induction-run motor; no brushes, no brush lifting devices, no commutator, no sliding electrical contacts; for refrigerators and wherever high starting torque and quietness are needed; available in  $\frac{1}{8}$ ,  $\frac{1}{6}$ ,  $\frac{1}{4}$ ,  $\frac{1}{3}$ ,  $\frac{1}{2}$  hp. sizes with resilient or rigid base mountings.—*Electrical Merchandising*, October, 1933.

## New Premier Cleaner

*The Premier Vacuum Cleaner Co., 1734 Ivanhoe Rd., Cleveland, O.*

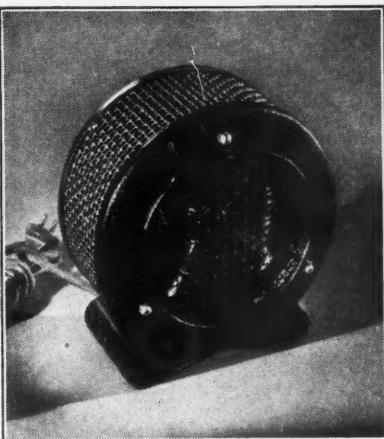
*Model:* Premier Grand, 107.  
 Description: Cushioned power motor, 2 speeds—high speed for thick heavy rugs, low speed for light thin rugs, quiet operation; overhanging nozzle; extra heavy rubber bumper; combination tilting device and handle lock operated by foot, 3 adjustments; chromium plated handle; improved motor driven brush; weighs  $18\frac{1}{2}$  lbs. Other models: Duplex 109, Junior 98, Spic-Span 97 with moth destroyer; floor polisher is also available with floor models at slight additional cost.—*Electrical Merchandising*, October, 1933.



## Chromalox Heater

*Edwin L. Wiegand Co., 7525 Thomas Blvd., Pittsburgh, Pa.*

*Device:* Chromalox "Heetflo" (vertical type), portable motor driven combination fan and heater.  
 Description: Equipped with switch which operates either fan or heater; can be used as heater in winter, fan in summer; special fan delivers greater volume of air resulting in more uniform temperature due to increased circulation; shaded pole type motor; no radio interference; oilless bearings; Chromalox enclosed type 1000 watt heating element; 9 in. high,  $8\frac{1}{2}$  in. wide; shipping weight  $6\frac{1}{2}$  lbs.; art style bronze finish.  
 Price: \$10.50, slightly higher west of Rockies.—*Electrical Merchandising*, October, 1933.



## Conover Dishwasher

*The Conover Co., 3123 Carroll Ave., Chicago, Ill.*

*Model:* KC-4 kitchen cabinet dishwasher.  
 Description: Combination of electric dishwasher sink basin and worktop in compact steel cabinet; oven-type, watertight door opening in front of cabinet, with heavy sponge-rubber gasket around door frame; removable, sliding racks for easy loading; 55 piece capacity; both drain and motor switch operated by single-dial Master control; centrifugal pump discharge forces water and food particles out of dishwasher; self-cleaning, porcelain enamel dishtank; can be installed as complete unit with Monel metal sink, green battleship linoleum worktop and dishwasher, or base unit without top, or for use with other cabinet bases.—*Electrical Merchandising*, October, 1933.



## Dover Irons

*Dover Mfg. Co., Dover, Ohio.*

*Models:* 8 models.  
 Description: "Speedomatic" high speed, 1000 watt, 6 lbs., automatic; "Domanco" automatic, new "Comfit handle," 1000 watts, 6 lbs.; "Bantam Weight," 4 lbs., automatic, 1000 watts, "Comfit handle"; "Autocrat," 1000 watts, automatic, 4 or 6 lbs., dark green handle; "Lingerie" for traveling or boudoir,  $2\frac{1}{2}$ -3 lbs., 220 watts; "Doverite," 6 lbs., 600 watts, dark green handle, "Dover 32 volt," heavy duty iron, 6 lbs., 575 watts, "Comfit handle," a.c. or d.c.; "Domanco" non-automatic, 6 lbs., 600 watts.  
 Price: "Speedomatic," \$8.75; "Domanco" automatic, \$5.85; "Bantam Weight," \$5.85; "Autocrat," \$4.95; "Lingerie," \$2.50; "Doverite," \$2.98; "Dover 32 volt," \$5.; "Domanco" non-automatic, \$5.—*Electrical Merchandising*, October, 1933.

# Review of NEW Products



## Boss Washers

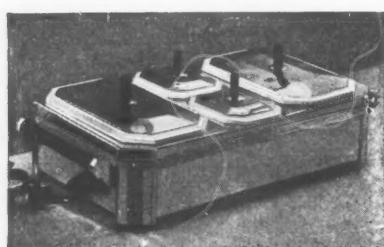
The Boss Washing Machine Co., Cincinnati, O.

**Model: "A"**  
**Description:** Perforated "Flushor" washing action; corrugated tub; floating power; direct drive, no belt, fully enclosed; capacity 8 to 10 lbs. (dry); 3-coat porcelain tub; mottled beige, with pearl gray chassis, cerise trim.  
**Wringer:** Automatic control "safety bar" (combined feed table and safety release); clutchless wringer drive insures easy starting, stopping, reversing; swings to 8 positions; balloon rolls; bronze bushed shafts, polished aluminum finish.—*Electrical Merchandising*, October, 1933.



## Manning Bowman Chafing Dish

Manning, Bowman & Co., Meriden, Conn.  
**Description:** Chromium plated, with red Arinite handles or ebony handles; capacity of pans 3 pts.; 550 watts; 9½ in. high, 11½ in. diam.; low heat unit makes it possible to keep foods hot.  
**Price:** \$14.95.—*Electrical Merchandising*, October, 1933.



## Chase Buffet Server

Chase Brass & Copper Co., Waterbury, Conn.

**Device:** Electrically heated hot dish.  
**Description:** Large hot water dish half filled with water which is kept between 160° and 180° by concealed heating element; accommodates 4 porcelain casserole dishes with chromium covers—two 2½ qt. capacity, two 1½ pt. capacity; a.c. or d.c. 110 to 120 volts; 18 inches long, 11 in. wide, 5 in. high; modernistic design polished chromium finish.  
**Price:** \$40.—*Electrical Merchandising*, October, 1933.

## Silex Broiler

The Silex Co., Hartford, Conn.

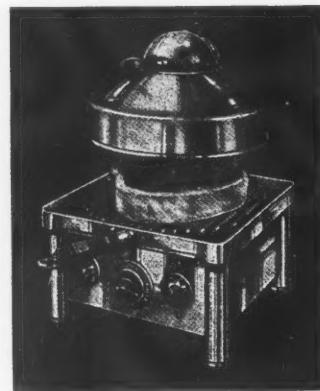
**Device:** Hi-speed broiler for restaurant counter service.  
**Description:** Chromium plated reflector with 1,500 watt core type heating unit attached to 1,500 watt hotplate; both units may be operated in series for keeping food hot; self-cleaning heating unit prevents smoke, odor—pitched grooves in broiler grid carry grease into corners away from broiling heat; automatic control prevents scorching counters when reflector is swung off center; height of broiler adjustable to requirements; other accessories: flat broiler griddle frying or broiling in grease, compressor ring to confine food within broiling area.  
**Price:** \$49.00.—*Electrical Merchandising*, October, 1933.



## Westinghouse Waffle Irons

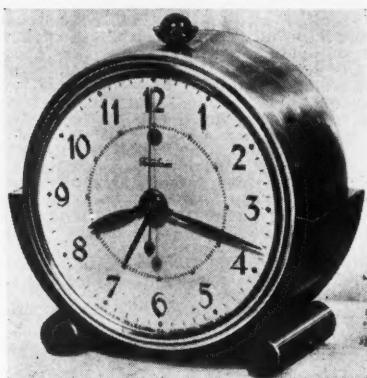
Westinghouse Electric & Mfg. Co., Mansfield, O.

**Models:** WFA-4 and WF-4.  
**Description:** New grid pattern prevents escape of steam at handle; WFA-4, automatic; ultra modern design on top plate; Model WF-4, heat indicating type, signal indicates correct temperature for baking; plain, chrome finish; 600 watts; 7½ in. grid diam.  
**Price:** WFA-4, \$8.95.—*Electrical Merchandising*, October, 1933.



## Vacuum Immersion Heaters

Vacuum Electric Co., United Artists Bldg., Detroit, Mich.  
**Models:** Handy, De Luxe, and Standard.  
**Description:** Embodies principle of enclosing heating element in an inert gas and sealing in the device.  
**Price:** Handy, \$2.50; DeLuxe, \$1.50; Standard, \$1.—*Electrical Merchandising*, October, 1933.



## Pin-It-Up Lamp

Railley Corp., 850 Euclid Ave., Cleveland, O.

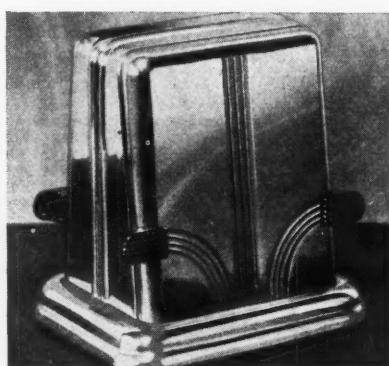
**Device:** Portable wall lamp.  
**Description:** Small hole in back of bracket supports lamp on metal head of needle pointed "Pin-it-up" push pin; can be pushed easily into wood or plaster, leaves hole hardly noticeable when removed; handcrafted wrought iron bracket riveted at two points; for permanent use manufacturers suggest use of small nail or wood screw in place of pin; 10 in. parchment paper shade; variety of finishes; Standard, black bracket with amber tinted shade; green, orchid, blue pastel shades with sprayed pearl lacquer brackets at slightly higher price.  
**Price:** From \$1.25 to \$2.—*Electrical Merchandising*, October, 1933.



## Telechron Clock

Warren Telechron Co., Ashland, Mass.

**Model:** "Telecall."  
**Description:** Self-starting alarm clock; round metal case set in polished moulded plastic base; gold case with black or ivory base, or chrome case with green, black or red base; alarm rings for half hour unless turned off.  
**Price:** \$5.95.—*Electrical Merchandising*, October, 1933.



## Westinghouse Toasters

Westinghouse Electric & Mfg. Co., Mansfield, O.

**Models:** TE-4 TTC-94.  
**Description:** TE-4 2-slice turnover toaster, removable tray makes it easy to clean; 400 watts, 115 volts; modernistic design, chrome plate. TTC-94, 2-slice turnover toaster, flat top keeps toast warm; 550 watts, 115 volts; modernistic design on trays.  
**Price:** TE-4, \$4.45; TTC-94, \$3.50.—*Electrical Merchandising*, October, 1933.

Electrical Merchandising, October, 1933

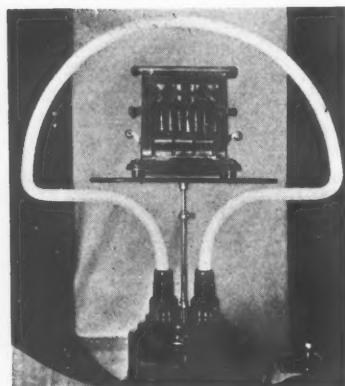


EVER since CHROMEL was first developed in 1908, research to improve it has never stopped. Some striking improvements have been made, but these have not been announced with any blare of trumpets. Quality speaks for itself. The quiet voice of performance is always heard above the proclaiming shout. And the performance of CHROMEL in heating elements, has convinced the appliance industry of CHROMEL's reliability. And so, most good heating appliances have elements of CHROMEL. Ask for our Heating Unit Calculator. Hoskins Manufacturing Co., Detroit, Michigan.

THE WIRE THAT MADE ELECTRIC HEAT POSSIBLE



# Review of *NEW* Products



## Display-Light

The Display Light Mfg. Co., Bridgeport, Conn.

**Device:** Portable, illuminated stand. **Description:** Soft glowing, permanently cool tubes of light mounted on universal pedestal; 12 designs available; 3 pastel colors: red, rose, blue; connects to any 110 volt a.c. outlet. **Price:** \$35.—*Electrical Merchandising*, October, 1933.



## GE Infra-Red Lamp

General Electric Co., Mdse. Dept., Bridgeport, Conn.

**Device:** Floor type, infra-red lamp. **Description:** Supplies infra-red rays from 250 watt Mazda CX tungsten filament lamp; 110-115 volts; aluminum reflector, mounted on flexible applicator neck; height, 58 in. **Price:** \$9.95.—*Electrical Merchandising*, October, 1933.



## Silvray Lighting Unit

Silvray Lighting Inc., 53 W. 14th St., N. Y. C.

**Device:** "D-Lite" indirect unit. **Description:** Equipped with Silvray indirect bulb either 75, 100 or 150 watt; heavy gauge metal enameled ivory, jade, rose, orchid, with glass insert for decorative effect only; fixture screws into any socket; no wiring. **Price:** Unit with lamp, \$3.00.—*Electrical Merchandising*, October, 1933.

## Lederer Ultra-Violet Lamp

National Vitalite Corporation, 400 Madison Ave., N. Y. C.

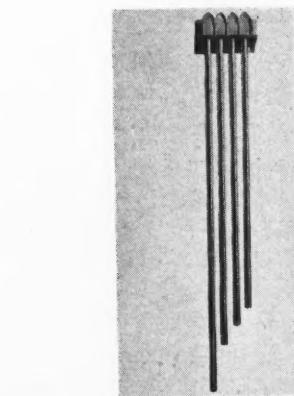
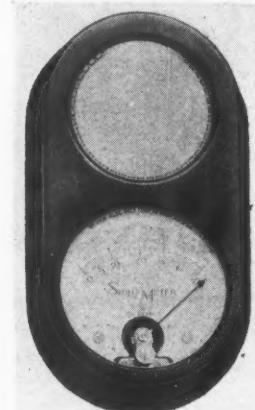
**Description:** Unit in carrying case consisting of X-30 fast tanning lamp, D-30 medium fast tanning lamp, Lederer reflector to correct concentration of Ultra-Violet waves; and T-30 transformer; 110 volt, 60 cycle, a.c. only; Various types sockets, clamps, lamp stands available at moderate cost. **Price:** \$23.50 complete. — *Electrical Merchandising*, October, 1933.



## Sight Meter

The Sight Light Corporation, Chrysler Bldg., N. Y. C.

**Device:** Measures light and indicates minimum amount of light needed for every purpose just as thermometer indicates proper temperatures; an adaptation of a battery-less photoelectric cell; simple to read; weighs 8 lbs.; convenient to carry. — *Electrical Merchandising*, October, 1933.



## Melody Door Chimes

The Melody Co., 5163 Highland View Ave., Los Angeles, Calif.

**Models:** Flanders, Trinity, Cathedral. **Description:** Flanders, double tube plays 2 tones; Trinity, three tubes plays 6 tones; Cathedral, four tubes plays 8 tones; each chime permanently tuned by experts; volume regulated by adjustment screw; easily installed.

**Price:** Flanders, \$15; Trinity, \$39.50; Cathedral, \$49.50; slightly higher east of the Rockies.—*Electrical Merchandising*, October, 1933.

## Moovad

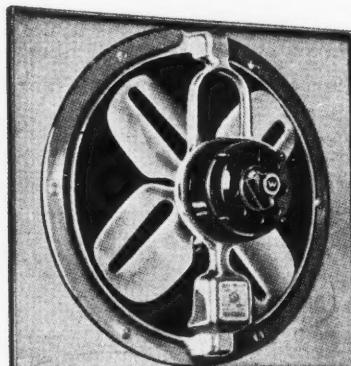
Elliott Service Co., 242 W. 55th St., N. Y. C.

**Device:** Mechanical advertising machine for windows, store, etc. **Description:** Electrically operated cabinet; moves ads, photos, etc. of paper or cloth in succession; displays large size posters in very shallow space; displays full posters one at a time—no oncoming or disappearing ads are seen; 12 curtains, more or less, are accommodated easily, giving 24 displays. — *Electrical Merchandising*, October, 1933.

## GE Rubber Lamp Cord

General Electric Co., Mdse. Dept., Bridgeport, Conn.

**Description:** Type SJ-PO flexible, all-rubber lamp cord in standard colors—olive green, brown, black, ivory. — *Electrical Merchandising*, October, 1933.



## Whirldry Washer

The Whirldry Corp., New Haven, Conn. Model: "B," large, portable washer dryer.

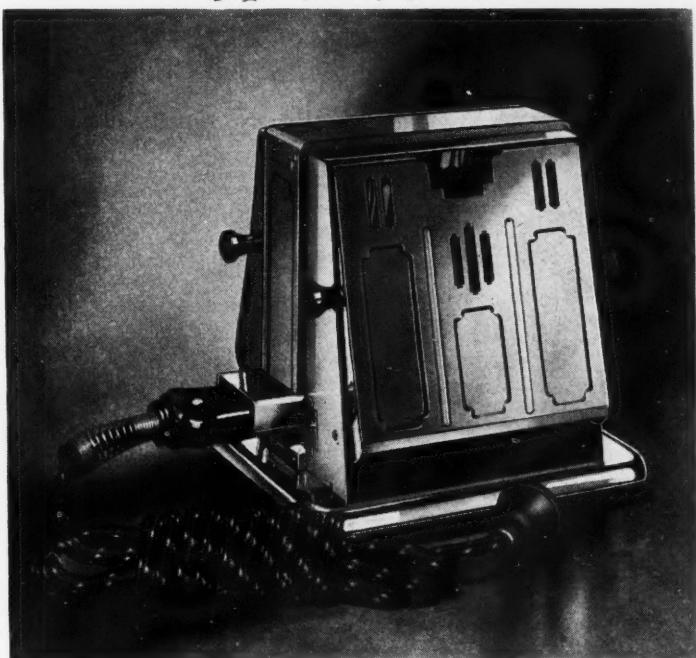
**Description:** Porcelain enameled tub with aluminum spinner basket 12½ in. diameter, 7½ in. deep; capacity 4½ lbs. dry clothes; 1-piece aluminum paddle agitator; paddle sides or wall are detachable allowing agitator to be used separately same as in full size washer; 1/15 h.p. Universal motor, 110 volts; washing speed 155 strokes per min., drying 600 revolutions per min.; weighs 39 lbs. complete; stippled green porcelain enamel inside and outside.—*Electrical Merchandising*, October, 1933.

## Dual Air Ventilator

General Regulator Corp., 2608 Arthington St., Chicago, Ill.

**Device:** Ventilating unit. **Description:** Patented fan blade mounted with Westinghouse motor in "Interlock Panels" allowing free use of upper and lower windows, and in built-in steel cabinets; all models swivel for both exhaust and blowing service; polished aluminum fan, motor support, running ring.

**Price:** \$19.50 up.—*Electrical Merchandising*, October, 1933.



Model H Edicraft Junior Toaster

110-120 volts—660 watts  
—Lustrous Chrome Finish—List Price \$4.50



Thomas A. Edison

# Meet the Swing back to Quality with EDICRAFT APPLIANCES

According to authoritative sources, a tremendous pent-up demand exists NOW for quality merchandise.

People are tired of price tag buying. They've had too many sad experiences with cheap appliances. They want merchandise that is as good inside as it looks outside. They want value clear through.

And they are ready to pay for the quality they buy.

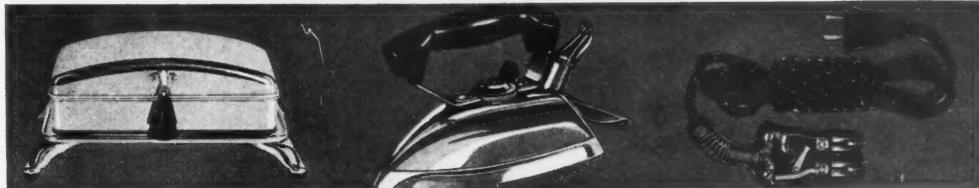
All of which means tremendous profit opportunities for appliance dealers, utilities and department stores who synchronize their sales efforts with the swing back to value.

And when your customers think of quality, they naturally turn to Edicraft—for these appliances have always been associated with the idea of fine quality merchandise.

For example—the Edicraft Junior Toaster. This smart, new Edicraft appliance doesn't have to be sold at a high price to reflect high value. It is built to meet the new demand for finer quality at the low price of \$4.50. It is a gadget-free practical toaster—simple, easy to clean and of outstanding value.

The Edicraft Junior toasts slices of bread, muffins or biscuits to a golden brown. It features an ingenious, long-life heating unit, and the famous approved Edicraft Cord Set. It has been tested and approved by Good Housekeeping Institute and Electrical Testing Laboratories. In short, the Edicraft Junior is a toaster of such remarkable and practical value as to make it a leader among quality heating appliances and a profitable one to sell.

But get all the sales features of this and other Edicraft Products. Ask your nearest distributor or write direct to Edicraft.



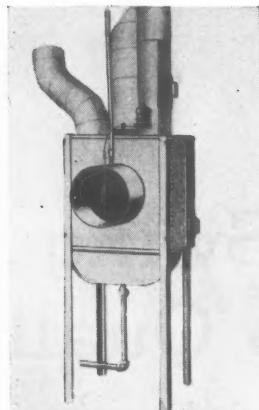
**Edicraft Sandwich Grill**  
Featuring correct and constant cooking temperature controlled by Edison-Birka Heat Regulator—quickly converted into a table stove—Chromium finish over copper and nickel—List Price \$13.95.

**Edicraft Electric Iron**  
Made in four and six pound types for automatic operation on A.C. 1000 watts; balanced weight—comfortable—stream line—Button Bevel—practically indestructible element—super Chrome Plate—seven foot, 10,000 cycle cord set—approved for 10 amp. service. List Price \$6.50.

**Edicraft Cord Set**  
Featuring safety, convenience and quality. Approved by Underwriters' Laboratories, Electrical Testing Laboratories and Good Housekeeping Institute. Ask for details of Edicraft Counter Display. Price \$6.50 list.

**THOMAS A. EDISON, Inc., Edicraft Division, Orange, N. J.**

# Review of *NEW* Products



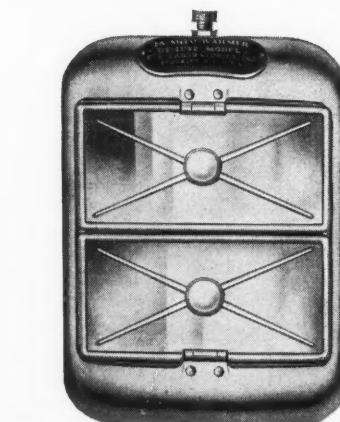
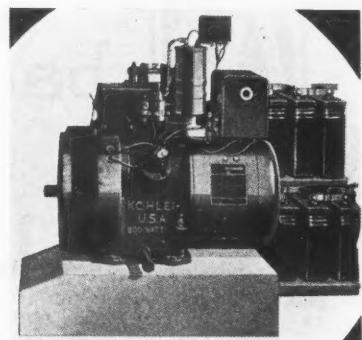
## SunAire Air Conditioner

*King Ventilating Co., Owatonna, Minn.*  
**Description:** Adaptable to all types of heating systems; maintains relative humidity of from 45 to 50% throughout winter, provides constant air circulation. SunAire Unit replaces smoke pipe of boiler or furnace; smoke pipe is run direct from unit to chimney; as heat passes into unit it is directed into a U shaped tube which is connected to 2 grills in floor above, one at each end, one for intake and the other as outlet; SunAire works in conjunction with regular room thermostat which controls heating system, amount of evaporation working in proportion to the amount of heat being supplied; no fans or motor necessary; copper construction. — *Electrical Merchandising*, October, 1933.

## Kohler Electric Plant

*Kohler Co., Kohler, Wis.*  
**Models:** T-36 and S-36 battery charging models; T-32 and S-32 non-battery plants.

**Description:** 800 watt, 32 volt, d.c. electric plants for farms, country homes, etc.; all models equipped with automatic or manual control; battery units complete with Kohler-Philco storage batteries; 2-cylinder, valve-in-head, 1½ air-cooled engine; counter-balanced crankshaft. — *Electrical Merchandising*, October, 1933.

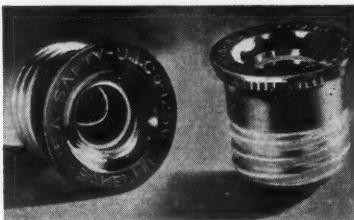


## Red Head Auto Heaters

*Associated Parts Mfg. Co., 142 Spencer St., Brooklyn, N. Y.*

**Description:** Copper and brass heating unit; newly designed fins obviate possibility of imprisonment of air under cowl; reflector design insures control of hot air stream; illuminated switch has 30 speeds.

**Price:** \$12.50, \$15.50, \$19.50. — *Electrical Merchandising*, October, 1933.



## Parker Safety Fuse Plug

*Union Insulating Co., 277 Broadway, N. Y.*

**Description:** Bakelite molded; non-shatterable under heavy short circuits, equipped with silver fuse wire; non-vented, will not explode gases in cut-out box. — *Electrical Merchandising*, October, 1933.

## Food Reproductions

*Reproductions Co., 210 South St., Boston, Mass.*

**Device:** Natural food reproductions for refrigerator displays.

**Description:** Cast from genuine article in plastic gypsum composition; durable, not affected by sun, heat, cold or moisture, the manufacturers claim; finished in life-like lacquer colors.

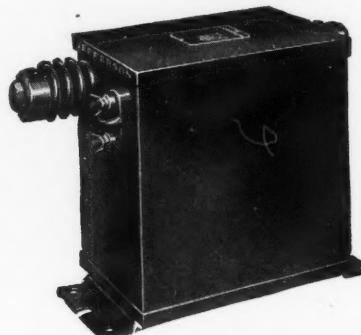
**Prices:** Assortment No. 6, \$7.50; Assortment No. 8, \$13.50; Assortment No. 4, \$15; Assortment No. 5, \$12. — *Electrical Merchandising*, October, 1933.



## Westinghouse Mercury Switch

*Westinghouse Lamp Co., Bloomfield, N. J.*

**Description:** Made with nominal ratings from 3 to 50 amp.; comprises new line of single pole, single throw switches; a.c. or d.c. Contact made by impact between 2 pools mercury within refractory chamber encased in heavy glass walls. 50 and 3 amp. switches illustrated. — *Electrical Merchandising*, October, 1933.



## Jefferson Transformer

*Jefferson Electric Co., Bellwood, Ill.*

**Device:** High power sign transformer.

**Description:** Enclosed transformer case; capacitor is treated and filled with liquid insulation and shielded from transformer; made for secondary voltages from 5000 to 15,000. — *Electrical Merchandising*, October, 1933.



## Westinghouse Urn Set

*Westinghouse Electric & Mfg. Co., Mansfield, O.*

**Models:** PJ-24, PJ-14, PJ-4.  
**Description:** Chrome finish, modernistic design; fuse protection against harm from overheating; PJ-24, 7 cup capacity; PJ-14, 6 cup capacity; PJ-4, 4 cup capacity.  
**Price:** PJ-24, \$7.50; PJ-14, \$6.50; PJ-4, \$5.95. — *Electrical Merchandising*, October, 1933.

## Kromaster Urn Set

*Lehman Bros., 197 Grand St., New York City*

**Model:** Biltmore urn set No. 70-287.  
**Description:** 8-cup capacity; heating unit complete with cold water pump and fuse; ebony Bakelite drop handles; chrome plated, sugar and creamer chrome lined; oblong tray 12½x18½ in.  
**Price:** \$6.50 each net in lots of 12. — *Electrical Merchandising*, October, 1933.